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CHARLES AND M. H. DE YOUNG, FOUNDERS OF THE SAN FRANCISCO CHRONICLE, AND CHARLES DE YOUNG, SON OF THE LATTER.

JOURNALISM
IN
CALIFORNIA

By JOHN P. YOUNG

Pacific Coast and Exposition Biographies

CHRONICLE PUBLISHING COMPANY
SAN FRANCISCO, CALIFORNIA

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PREFACE

"JOURNALISM in California" was written to celebrate the fiftieth anniversary of the existence of the San Francisco Chronicle. It appeared, with the exception of Chapter XXIII, in the Golden Jubilee and Exposition Edition of the Chronicle published on January 16, 1915. It was so well received, and the suggestions that it should be reproduced in book form were so numerous, that Mr. M. H. de Young decided upon issuing the present edition, copies of which will be sent to all the newspapers belonging to the two leading newsgathering associations, and the important literary journals and libraries, and to the various colleges of journalism in the United States.

The request that the sketch should be given a permanent form came with particular urgency from the teachers of journalism in several American Universities, who were pleased to say that it would prove a valuable auxiliary in their work, and to express the hope that editors in other parts of the Union would do for their section what the author sought to accomplish when he wrote "Journalism in California."

JOHN P. YOUNG.

San Francisco, June 1, 1915.

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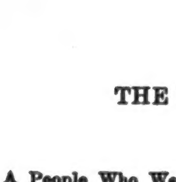
THE PERIOD BEFORE THE AWAKENING OF CALIFORNIA.

A People Who Were Not Disturbed by News—Naming of the Golden Gate—Communication Between the Missions—First Printing Press in California—The Earliest Discovery of Gold at Los Angeles in 1841—The First House in Yerba Buena—The First Civic Improvement in California—Marine Inactivity and Industrial Languor Match Each Other—California's First Sawmill—Arrival of the Mormon Colony—A Press and Font of Type Brought in 1846—California's First Paper Published at Monterey in 1846—Defense Against Wild Indians—First Paper "Almost Pays Expenses"—First Type Used in Monterey Found in One of the Missions—Two Weeks Between Los Angeles and San Francisco—The California Star Issued by the Mormons—Hard Times in Yerba Buena—The First "Boost" Article Printed in California—Desire to Make a Slave State of California—The Rush to the Mines—Yerba Buena Is Officially Named San Francisco by Alcalde Bartlett—Commerce and Population of San Francisco in 1848.



DURING the seventy years intervening between the naming of the Mission Dolores by Juan Bautista de Anza on March 28, 1776, and the proclamation of Commodore Sloat on the 7th of July, 1846, in which he announced to the natives of California that they were to enjoy the advantages of the beneficent institutions of the United States, the vast region now forming the second largest state in the American Union had experienced an almost undisturbed repose. The few easily quelled uprisings of Indians, and the occasional dissensions between the religieuse and the military authorities, and the not very serious feuds of the more prominent of the gente de razon were all that happened to cause a ripple on the surface of the placid life of the sparsely inhabited country.

The people of California lived a life so entirely apart from that of the rest of the world that the successful revolution of Mexico in 1823 scarcely afforded a real sensation. The interests of the province were necessarily vitally affected by the shaking off of Spanish rule, but the event probably excited less general interest than a primary election does today. There were sporadic exhibitions of differences of opinion by the more prominent landowners, and some show of opposition was made by one or two padres, but, on the whole, acquiescence in the change of rulers came so easily the inference is permissible that it was the product of indifference.

It does not require much penetration to understand the cause of this attitude. During the three-quarters of a century between the day when

A Period of Repose

Portola's hunting party discovered the bay of San Francisco in 1769, and the entrance of Fremont's first exploring party into the province in 1842, the natives of California had lived lives as devoid of active curiosity as of ambition. The padres were engrossed in the work of saving the souls of the Indians who became inmates of the mission establishments; and the few soldiers who garrisoned the widely separated posts, and the beneficiaries of land grants and their dependents vegetated.

The turmoil of the outside world caused them no unrest, and only the echoes of revolutions reached their ears. It is related by a French traveler named De Mofrat, who visited California some years after the overthrow of the Bourbons, that he heard the Indian neophytes singing mass to the tune of "The Marseillaise," which had been taught them by one of the padres who had probably never heard of the enthronement of the goddess of reason in Notre Dame, or of the bitter warfare in La Vendee.

Intelligence Rarely Received

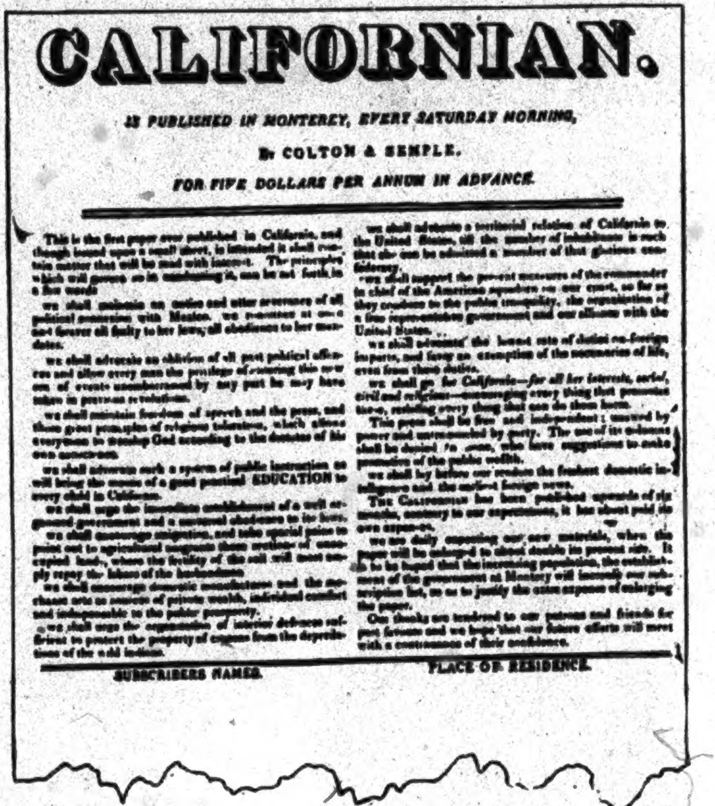
At this time, and for many years after, the feeble desire for intelligence was ministered to only when a warship or a trading vessel found its way into the harbor of San Francisco, through the entrance which later had conferred upon it by Fremont the Greek name Chrysophylae, which was subsequently translated into Golden Gate by the pioneers. It does not appear from the numerous descriptions we have of such visits that great eagerness was exhibited for news; but there are some positive statements to the effect that the padres were disinclined to give credence to any stories calculated to upset their geographical or scientific views.

While the padres and the rancheros may have felt that indifference concerning the outside world which is the natural product of isolation, they manifested a lively curiosity regarding their own affairs and found frequent means to gratify the very human desire for news. The missions of Upper California, which were located at suitable intervals between San Diego and San Francisco, extended their hospitality to all travelers, and the latter usually requited the attention by imparting such intelligence as they possessed concerning the doings of the establishments through which they had passed.

No Desire for Latest News

It was a chance sort of interchange of intelligence and was never reduced to a system. Thus it frequently happened that there were long intervals of complete repose for the padres, who escaped the harassing doubts which a too lively desire for the very latest news, and the disposition to minister to it, brings in its train. This nearly somnolent condition endured in California down to the time of the discovery of gold at Sutter's mill, a fact which may be inferred from the authenticated statement that the people of Monterey did not hear of Marshall's find until several weeks after the inhabitants of Yerba Buena had been stirred by the event.

It is not without the bounds of possibility that the discovery at Sutter's mill might have proved as unimportant as an earlier find of the precious metal in Los Angeles county, made by Francisco Lopez in 1841, had not the men who made their way to California in 1846 and 1847 brought with them the means as well as the news disseminating propensity. Lopez' discovery, unlike that of Marshall's, was not the result of an accident. He had heard that water-worn pebbles of a certain sort were found in the vicinity



CALIFORNIAN.

IS PUBLISHED IN MONTEREY, EVERY SATURDAY MORNING,

By COLTON & SEMPLE.

FOR FIVE DOLLARS PER ANNUM IN ADVANCE.

This is the first paper ever published in California, and though issued upon a small sheet, is intended it shall contain matter that will be read with interest. The principles which will govern us in conducting it, can be set forth in a few words.

we shall maintain an entire and utter severance of all political connexion with Mexico. we renounce at once and forever all fealty to her laws, all obedience to her mandates.

we shall advocate an oblivion of all past political offences and allow every man the privilege of entering this new era of events unembarrassed by any part he may have taken in previous revolutions.

we shall maintain freedom of speech and the press, and those great principles of religious toleration, which allow everyman to worship God according to the dictates of his own conscience.

we shall advocate such a system of public instruction as will bring the means of a good practical EDUCATION to every child in California.

we shall urge the immediate establishment of a well organized government and a universal obedience to its laws.

we shall encourage emigration, and take special pains to point out to agricultural emigrants those sections of unoccupied lands, where the fertility of the soil will most amply repay the labors of the husbandman.

we shall encourage domestic manufactures and the mechanic arts as sources of private wealth, individual comfort and independence to the public prosperity.

we shall urge the organization of interior defences sufficient to protect the property of citizens from the depredations of the wild indians.

we shall advocate a territorial relation of California to the United States, till the number of inhabitants is such that she can be admitted a member of that glorious confederacy.

we shall support the present measures of the commander in chief of the American squadron on our coast, so far as they conduce to the public tranquility, the organization of a free representative government and our alliance with the United States.

we shall advocate the lowest rate of duties on foreign imports, and favor an exemption of the necessaries of life, even from these duties.

we shall go for *California—for all her interests, social, civil and religious*—encouraging every thing that promotes these, resisting every thing that can do them harm.

This press shall be free and independent; unawed by power and untrammeled by party. The use of its columns shall be denied to none, who have suggestions to make promotive of the public wealth.

we shall lay before our readers the freshest domestic intelligence and the earliest foreign news.

The Californian has been published upwards of six months, contrary to our expectations, it has about paid its own expenses.

we are daily expecting our new materials, when the paper will be enlarged to about double its present size. It is to be hoped that the increasing population, the establishment of the government at Montery will increase our subscription list, so as to justify the extra expense of enlarging the paper.

Our thanks are tendered to our patrons and friends for past favours and we hope that our future efforts will meet with a continuance of their confidence.

SUBSCRIBERS NAMES. PLACE OF RESIDENCE.

PROSPECTUS OF FIRST PAPER PUBLISHED IN CALIFORNIA

REV. WALTER COLTON
Editor of first paper published in California.

of gold and while pulling up wild onions at San Francisquito, about thirty-five miles north of Los Angeles, he noted some clinging to the roots which appeared to answer the description. He at once instituted a search and was rewarded by finding about eighteen ounces of the precious metal, which was sent to the Mint at Philadelphia, where it was found to be worth $344.

The discovery, although no attempt was made to keep it secret, produced only a ripple of excitement, and was not followed as in the case of the find at Sutter's mill by a rush which took on world-wide proportions. It is doubtful whether the people in the village of Yerba Buena in 1841 ever heard of Lopez' find. At that time the place numbered thirty families, clustered in the neighborhood of Jacob Primer Leese's store, which he had started in 1836. This establishment occupied a hundred vara lot about 250 feet from the beach of the cove which then reached what is now Montgomery street. The location chosen by Leese remained the center of such activity as Yerba Buena developed down to the time of the American occupation and during several years afterward.

San Francisco's First Improvement

Leese had associated with him in business Nathan Spear and William Sturgis Hinckley. The latter arrived in California in 1840 and in 1844 he was elected Alcalde of Yerba Buena, the first to bear that title in what was to be the future metropolis of the Pacific Coast. During his incumbency, Hinckley executed what seems to have been the first civic improvement in California, and, perhaps, on the whole Pacific Coast. The locality now bounded by Montgomery, Washington, Kearny and Jackson streets at that time was covered with a lagoon of salt water which rose and fell with the tide of the bay. Over this obstruction Hinckley caused to be constructed a rude but serviceable bridge, which obviated the necessity for those coming from North Beach of making a long detour when they desired to reach the store. The construction was of the simplest character, but anything in the nature of a public convenience was so great a curiosity that the rancheros of the surrounding country traveled miles to see the marvel.

It is not surprising that the desire for information should have been at a low ebb in such a community. The newspaper was by no means a stranger to peoples in other regions where contact with the world was closer. It had been a growing factor in the development of civilization in Europe from the middle of the fifteenth century, and had attained to considerable importance on the Atlantic seaboard of the United States where mental expansion and material progress kept pace. But the need for newspapers or books was not felt throughout the vast area in which the spiritually zealous padres and the sluggish Spaniard and his descendants dominated.

The Reading Habit Unformed

Taking Yerba Buena as an exemplar of conditions, it is not difficult to comprehend why the need of a newspaper or the desire for books was never felt. Its commerce, if so sonorous an appellation may be applied to trading operations so insignificant, was confined to the occasional visits of Yankee skippers who brought miscellaneous cargoes, which they exchanged for the hides and tallow derived from the great herds of cattle which roamed over the country surrounding the missions. The padres had no inclination for the sea and utterly neglected boat building. As a consequence, the navigation of the bay was monopolized for many years by a single schooner sailed by a Captain Richardson, who, as early as 1822, contracted with the heads of the missions to gather their products at various places and assembled them for reshipment in the cove of Yerba Buena.

No Taste for the Sea

The marine inactivity of the period was fully matched by the general industrial languor. Outside of the missions there was no energy at all, and within their precincts it seemed to be directed to the solution of the preservation of existence in its simplest form. There was no flourishing agriculture. An examination of the inventories of the most prominent establishments of the padres discloses that their products, considering the number of laborers available, were insignificant as to quantity and woefully deficient in variety. Manufacturing, as we understand it, was absolutely unknown. The missions, and the soldiers and natives living near them, were entirely dependent upon outsiders for the commonest kind of utensils, and such luxuries as were consumed were obtained by exchanging hides and tallow for them, the skippers who engaged in the trade usually, if not invariably, getting the best of the bargain.

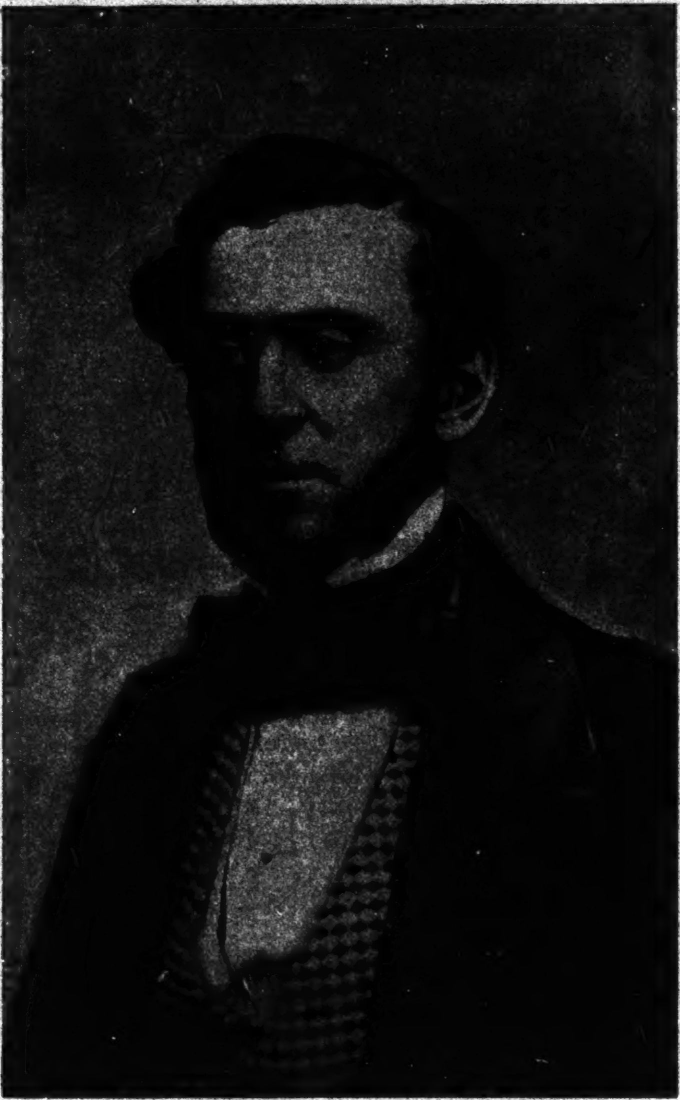
If it were desirable to heighten the lights in this picture of apathy toward material progress, it might be done by stating that until Stephen Smith in 1843 started the first sawmill in California, the people around the bay of San Francisco had been dependent for lumber upon an Irishman named David Hill, who operated a whipsaw as early as 1822, and apparently had no trouble in supplying the demand, which was confined to such simple things as stoutly-constructed doors and rude window frames for the adobe houses, which were guiltless of such luxuries as board floors, and whose furniture was in keeping with the general style of construction.

It is not in such a community that one looks for journalistic development, and the fact that it is never found under the conditions described may seem to negative the assumption that newspapers and books were as important a factor in bringing about the great metamorphosis which followed the occupation of California by the Americans as some are disposed to claim. But there are many facts to support the belief that those who made their way into the new territory in the days immediately following the settlement of our difficulties with Mexico would not have made the material progress since recorded had they not been an inquisitive and a reading people.

The Awakening of Yerba Buena

It is not without significance that the awakening of Yerba Buena did not occur until the advent of the printing press. From the day when Leese built his store on the corner of Clay and Dupont streets in 1836, until the arrival of the Mormon colony in the Brooklyn on July 31, 1846, the village retained all the peculiarities of a poverty-stricken settlement of the Spanish-American type. If there were any other improvements than the bridging of the slough by Hinckley the records are silent concerning them. But from that time forward changes began to occur indicative of advancement, and it is impossible to dissociate them from the fact that a part of the Brooklyn's cargo was a press and a font of type, and that the 238 colonists aboard that vessel and others who found their way to the little town, brought with them books; more, one careful writer tells us, than could be found at the time in all the rest of the territory put together.

The press brought by the Mormons was not the first brought to California, nor did the California Star, issued under the auspices of the colony, which was headed by Samuel Brannan, afterward conspicuous in the up-



SAMUEL BRANNAN
Publisher of California Star of San Francisco.

San Francisco's First Press

building of San Francisco, enjoy the distinction of being the pioneer publication. That honor is claimed by The Californian, a one-page sheet which made its first appearance in Monterey on August 15, 1846, nearly six months earlier than the issuance of the California Star. Colton and Semple were the publishers and editors of the Monterey publication, which was a very modest paper, indeed, being printed on one side of a single sheet 12½ by 8¾ inches. This initial issue was in the nature of an announcement, the principal feature of which was a ringing editorial on the subject of the American annexation of California in which fealty to Mexico and her laws was renounced once and forever. It was characteristic of the new-born spirit which synchronized with the advent of The Californian, that the editor should have advocated public instruction, the establishment of stable and well organized government, and the encouragement of immigration and of domestic manufactures.

The Need of Change

There certainly was need for all the changes which the editor demanded. Such a thing as public instruction was wholly unknown in California; immigration had been persistently discouraged and even prohibited by law; as already stated, the natives were absolutely dependent on outsiders for such manufactured articles as the conduct of their simple life demanded, and, after the upheaval in Mexico which resulted in the abrogation of Spanish rule, the province was absolutely neglected by the central government of the new republic, which left the provincials to shift for themselves, scarcely taking the trouble to provide them with a Governor. The announcement contained also a recommendation that a force be organized for the purpose of "defense against wild Indians," which appears to have been inspired by a groundless fear, as the aborigines gave little or no trouble during many years following the occupation. Those in the neighborhood of Monterey never were a cause of apprehension to the whites.

California's First "Newspaper"

The Californian was issued weekly on Saturdays, and the subscription price was $5 a year, payable in advance. Its editor and publisher evidently did not contemplate making a fortune through its publication, for in a subsequent issue the reader was informed that: "The Californian has been published upward of six months, and, contrary to our expectations, it has about paid its own expenses." It is difficult to understand how it was able to perform the latter feat, for at best it was nothing but a circular, the principal purpose of which seemed to be the dissemination of the orders of Commodore R. F. Stockton, commander of the American forces in California. These orders were printed in English and Spanish, and probably were the most interesting news California afforded at the time. The type used in printing the Californian was found in the cloisters of one of the missions, and was deficient in capital Ws, and the font was otherwise defective. That the publishers labored under great difficulties in the matter of the presentation of news may be inferred from the fact that a proclamation of Stockton, announcing the American occupation, which was dated at "Cuidad de los Angeles, August 17, 1846," was printed in an extra of September 5th following. On the same date a notice that a general civil election would be held on September 15th appeared. It was dated at Los Angeles on the 22d of the preceding month. If expedition was used by

Messrs. Colton and Semple in producing their extra two weeks were probably occupied in transmitting the copy from Los Angeles to Monterey, which indicates that the American courier had not succeeded in greatly improving upon the leisurely habits of the natives.

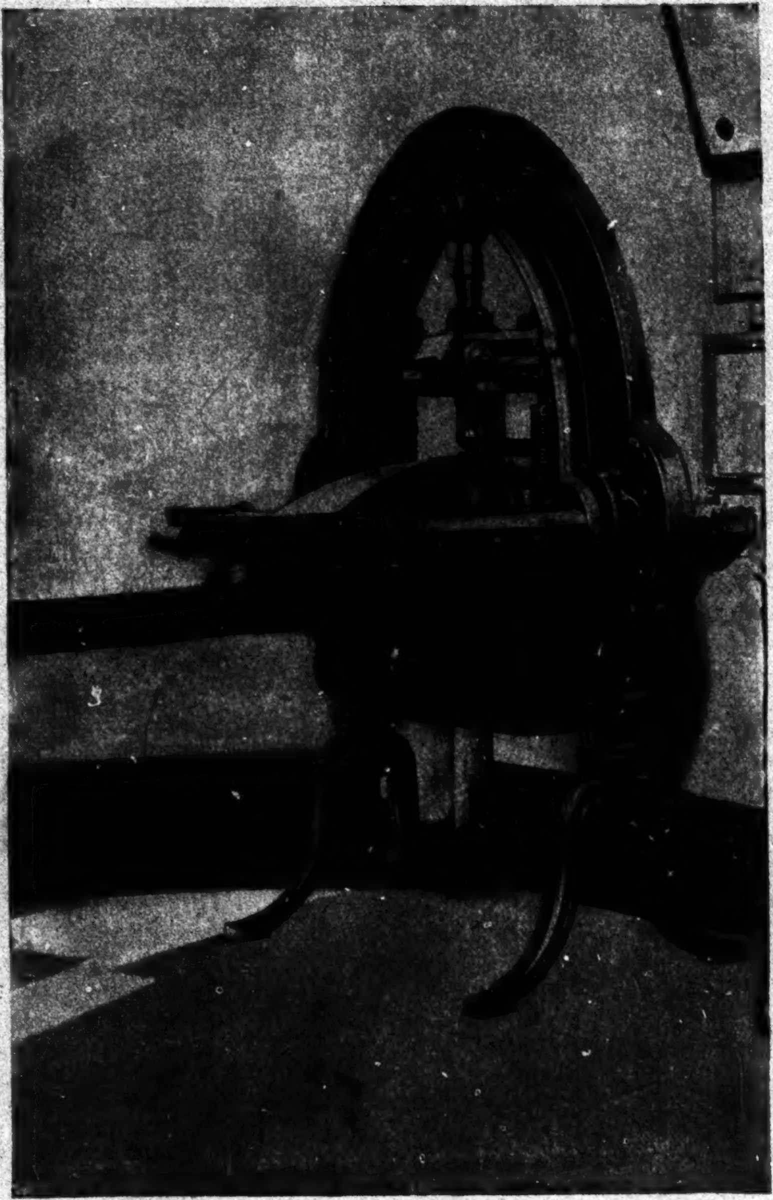
San Francisco's First Paper

The Californian, despite the boast that it had made ends meet during the first six months of its existence, moved from Monterey to Yerba Buena on the 22d of May, 1847, and issued the first number of its second volume from that place, Robert Semple being the sole publisher. Meanwhile, however, the Brooklyn with its Mormon contingent had arrived, and the printing plant brought by the colonists was utilized to get out a weekly paper which the publisher, Samuel Brannan, named the California Star. The first number appeared on January 7, 1847. It was a small sheet of four pages, the type on each page occupying a space of 12x15 inches. It was much better printed than the Californian, and its editor, E. P. Jones, exhibited some taste in the arrangement of the matter. An announcement that it would carefully eschew sectarian discussion was something in the nature of an intimation to the settlers of Yerba Buena that Brannan, who had come into collision with the Mormon colonists, intended to withdraw from the organization, which he did subsequently.

Not a Prosperous Community

The condition of affairs in Yerba Buena during the first year after the occupation was the reverse of prosperous. The war had effectually suspended the little business enterprise formerly displayed, and immigration was almost at a standstill. The outlook was very gloomy, but the few Americans who had found their way to the port on the Pacific were not easily discouraged. They believed that the future would bring prosperity because they had unbounded faith in the resources of California. Unlike the prior occupants of the land, they were not disposed to adopt the Manana habit. The fact that they had an instrument at hand which would help them to forward their designs probably accounts for their not imitating the example of other Europeans and Americans who had penetrated California before the occupation. That instrument was the newspaper press. They used the California Star to disseminate the information which they believed would prove sufficiently alluring to bring plenty of desirable settlers to the new territory. A committee was formed and it was resolved to have printed a circular which was to set forth in detail the advantages which the soil and climate of California offered to the husbandman, grazier and artisan. The article was prepared by Dr. Victor J. Fourgead, who entitled it, "The Prospects of California." It was printed in an extra number of the California Star dated April 1, 1848, and a courier was dispatched on the day of its issue with 2000 copies, which he contracted to deliver in Missouri in sixty days, and to spread the document among the people of that State.

This first boost edition of a California newspaper barely mentioned the rumored discovery of gold and treated it as a matter of no importance. Marshall's find at Sutter's mill had been made in the previous January, but it appears to have made no serious impression on the boosters, who were convinced that the future of California depended upon its grazing and agricultural possibilities. The authors of the circular were particularly desirous of attracting Missourians, and it is not unlikely that they desired that they should belong to the class whose sympathies could be depended upon when



THE WASHINGTON PRESS ON WHICH SAN FRANCISCO'S FIRST PAPER WAS PRINTED

PADRE
JUNIPERO
SERRA
FOUNDER
OF THE
CALIFORNIA
MISSIONS

MONUMENT TO FATHER JUNÍPERO SERRA IN GOLDEN GATE PARK

California's First Booster

the Territory had acquired a sufficient population to promote its admission to the Union as a slave State. Their intentions and calculations, however, availed nothing. The circular of April 1st was to have been followed by another on June 1st, but before the arrival of the date set for the appearance of the second extra of the California Star, nearly everybody connected with the paper had gone to the mines, and in the excitement which attended the rush to the new diggings it was lost sight of forever by its projectors, whose thoughts were turned into another channel.

A California Star Extra

When the California Star extra was published on the 1st of April, 1848, Yerba Buena had ceased to be the name of the village on the cove whfch had so many years served as a safe harbor for the few craft visiting the Coast. On the 30th of January, 1847, Washington A. Bartlett, the first American Alcalde, in order to anticipate the expected appropriation of the name of St. Francis by Mariano G. Vallejo and Thomas O. Larkin, who contemplated the creation of a port and city in the locality of Benicia, required that all documents issued in the village should be dated San Francisco, which was the designation applied to the place on the official map. The projectors of the rival city reluctantly yielded and gave it one of the Christian names borne by the wife of M. G. Vallejo. In the same year that Bartlett fixed the name which the erstwhile Yerba Buena now bears, the exports of the premier port of the Pacific were valued at $49,597.53 and the imports at $53,589.73. Six square-rigged vessels entered the bay during the year and the population of San Francisco fell forty-one short of 500. The manners of the village had changed somewhat, but the Americanization was not complete. Some of the native habits had been easily accepted by the newcomers. The taste for the card game known as monte was promptly acquired, and more rebosas were seen on the "Street of the Foundation," the high-sounding name given to the one thoroughfare of the place when Yerba Buena was first laid out, than the garb commonly worn by women on the Atlantic seaboard. But the change of name did not greatly increase the activity of the place. San Francisco was nearly as dull as Yerba Buena had been, and remained so until Marshall's discovery stirred up the inhabitants, and caused the rush from all quarters of the globe, which soon turned the village into a city and in an incredibly brief space of time converted it into the liveliest spot on the footstool.

CHAPTER II

NEWSPAPER PRESS OF SAN FRANCISCO IN THE EARLY FIFTIES.

Changes in Journalistic Methods—Apparent Innovations Often Only Exaggerations—A Six-Column Description of California Resources in 1848—Early Papers Had Few News Facilities—Pioneer and Eastern Contemporary Period Journalism Compared—First Telegraph Line in 1852—Completion of Line Between San Francisco and Missouri River—News by Pacific Mail Steamers—Files of Eastern Papers a Great Source of News—The Pony Express and the Newspapers—Reporting During the Fifties—The First Vigilance Committee—Avoidance of Mention of Crime Did Not Prevent Its Becoming Rampant—Twelve Dailies in San Francisco in 1851—Denunciations of Municipal Corruption—''Affairs of Honor'' Common During the Fifties—The Newspaper Graveyard of Early Days—The Birth of the Alta—San Francisco's First Newspaper Merger—The Founding of the Bulletin—No Overset in Early Day Composition Rooms.

A WRITER on journalism remarked recently that "the newspaper of today is vastly different from that published twenty years ago." No one who has paid attention to the subject will challenge the accuracy of the observation, but even the student at times is puzzled when he makes the effort to describe the nature of the change. If he confines his study to externals he will have no difficulty in detecting peculiarities of the make-up of the paper of 1915 which distinguish it from the journal of 1865, but if he digs deeply he will find that many obtrusive features of the present-day newspaper are merely exaggerations of earlier methods emphasized by the use of big type. San Francisco journalism furnishes an excellent illustration of the correctness of this assumption. During the nearly seventy years since the publication of the first newspaper in California there have been many changes in style and in the methods of conducting public journals. If an inhabitant of Mars without any previous knowledge of what was occurring on this planet should drop into San Francisco on any Sunday and see an edition of one of the morning papers and be told that it had been evolved in the course of sixty-nine years from the little sheet printed on the press brought to California on the Brooklyn in 1846, a copy of which may be seen in the Memorial Museum in Golden Gate Park, he would certainly be astonished, if Martians are capable of surrendering to such an emotion. He might not be surprised at the size of a modern Sunday edition, being accustomed to digging canals several miles in width and hundreds of miles in length, but it is more than likely that he would be a trifle incredulous if told that it was a natural development from the sober four-page, 12x15, production which appeared weekly on Saturdays in the village of Yerba Buena.

Differences in Degree Only

But the plain little sheet, and its immediate successors which rapidly sprang into existence after the discovery of gold at Sutter's mill, had many of the characteristics possessed by the overgrown modern Sunday paper. A careful comparison of an issue of any of the more ambitious of the daily papers published in San Francisco in the early fifties of the nineteenth century will disclose to the discriminating that what appear to be differences are oftener than otherwise those of degree or size rather than fundamental changes. In short, the News, the Heralds, the Couriers, the Balances, the Times, the Wild Wests, the Chronicles, the Bulletins, the Suns and the other dailies of pioneer days were edited and published for the same purposes as the modern newspaper. Those who made them sought to make their publications interesting to their readers, and the methods of doing so were as various as the number of directing minds engaged in their production; and the same thing may be said of the newspapers of today. In the preceding chapter it was shown that the California Star as early as April 1, 1848, engaged in a work which a consensus of opinion approves and applauds as one of the most important functions of a newspaper, namely, the dissemination of intelligence respecting the possibilities and capabilities of the region in which it is published. It is sometimes assumed that this is a feature peculiar to the journalism of a new country, but a slight acquaintance with the methods of metropolitan dailies of the first class makes one familiar with the fact that their editors are alive to the desirability, if not the necessity, of expatiating upon the advantages of the locality and the country in which they are published. Even the London Times does not disdain to write up in detail the industries of Great Britain, and to expatiate on the greatness of the port of London; and, in doing so, it is merely practicing on an extended scale what the early California paper did measurably well when it printed its six-column description of "The Prospects of California."

Weak on the News Side

That the early papers of San Francisco were weak on the news side was due more to absence of facilities for getting news than to lack of appreciation of the desirability of furnishing the latest intelligence as promptly as possible. This deficiency was soon repaired, and by the exertion of a greater degree of energy than was displayed by the publishers of newspapers on the Eastern seaboard, who were content to endure conditions militating against the speedy publication of news for a much longer period than their brethren in the new and ambitious city on the bay of San Francisco. There were so-called newspapers in New England and the other colonies in the closing years of the seventeenth century, and in the first year of the Revolution Philadelphia boasted as many as eight. After the country had secured its independence, the number greatly increased, but it was not until sometime between the years 1835 and 1840 that the New York papers started "pony expresses," and similar expedients for the purpose of procuring intelligence as speedily as possible from Washington, which was then as important a news center as it is at present. The papers in San Francisco did not allow a half century and more to elapse before they sought to close the gap which put them out of touch with the rest of the Union. As early as 1852 an ordinance was passed granting the right of way to the California Telegraph Company to construct a line between San Francisco, San Jose and other points in the interior, but it was late in the following year before it was completed. In September, 1853, a short line was constructed connecting San Francisco with Point Lobos, which was utilized for the purpose of giving information about shipping movements, intelligence of that sort prior to the introduction of the telegraph being signaled from the elevation which commemorates the practice by retaining the name "Telegraph Hill" bestowed by the pioneers. A close inspection does not reveal a liberal use of the first California telegraph by the press of the city, nor, indeed, was telegraphic news much in evidence before the completion of the line between the Missouri and San Francisco, which occurred October 1, 1861.

News by Steamer

There was great rivalry during the period prior to the advent of the Pony Express and the Overland Stage Line in the matter of presenting news received by steamer from the Atlantic states. At the close of 1853 there were twelve daily papers published in San Francisco. There may have been some differences of opinion among their editors respecting the interest and the importance of other news, but they were perfectly agreed that the happenings in the old home held the uppermost place in the estimation of their readers and they governed themselves accordingly. All sorts of devices were resorted to by the more energetic publishers to get out editions at the earliest possible moment. Batches of carefully condensed items were prepared by Eastern correspondents which were promptly secured on the arrival of the steamer by which they were dispatched, and with equal promptitude put into type and rushed on the street, where they were eagerly bought by expectant readers. On the following day the more important phases were dealt with at greater length, but there was never any conspicuous indulgence in the propensity to expand, the modest amount of space at the command of the editor enforcing a brevity which may have satisfied the lovers of concise expression, but did not lend itself to the clearing up of obscurities which required detail to make them comprehensible.

Overland Stage Line

The principal news source of the press throughout the fifties were the files of Eastern papers brought by the steamers. The Overland Stage Line, which connected San Francisco and St. Louis, was started in 1858, but the best time made between the two cities was twenty-one days, which did not result in the gain of any time, although it greatly improved mail facilities, there being eight arrivals monthly by stage against two by steamer. The most enterprising and spectacular mode of securing expedition in the transmission of intelligence was that adopted about the time that the Overland Stage service was perfected. It was known as the Pony Express and probably derived its name from the news service instituted by the New York papers some years earlier. It was regarded as a marvelous bit of enterprise and deservedly so, for those employed in the carrying of the strictly limited number of letters were exposed to great danger and hardships, the region through which they rode being infested with savage Indians.

The Pony Express, the first mail of which reached Sacramento on the 13th of April, 1858, employed nearly three hundred persons, eighty of them being riders whose average performance was about seventy-five miles; but there is a record of one who rode 384 miles without stopping except for meals and to change horses at stations. The express carried two mails a week, and the charge for a letter, which was limited to the weight of half an ounce, was $5. This resulted in the adoption of cipher codes which were prepared on tissue paper. When translated they provided the editor with an abundance of copy, which he often was enabled to supplement with information derived from private letters received by officials and merchants. Prior to the starting of the Pony Express the newspapers had succeeded in having a wire run from San Francisco to Stockton, and thence through the San Joaquin valley and over the Tehachapi mountains to Los Angeles, the idea being to anticipate the arrival of the stage in San Francisco, but this bit of enterprise was without substantial results when the riders got into full operation, and was of little value for news collecting purposes, as the southern part of the State was absolutely dormant at that period. The files of the San Francisco papers during the years in which the Pony Express was in operation contain many stories of hair-breadth escapes of the riders and some that were tragic; but they were all told with that succinctness which was a characteristic of newspaper writing at the time. This brevity has been much discussed by the more diffuse narrators of a later period, some of whom were disposed to attribute it to a keener appreciation of the merits of conciseness than they possessed, but their opinion seems to be contradicted by the fact that a great deal of space was consumed day after day in the columns devoted to comment by matter whose treatment did not suggest a desire to go straight to the point, or the avoidance of unnecessary words.

The Famous Pony Express

If the presentation of the news during the first decade after the discovery of gold presented any feature calculated to distinguish it from the matter printed in the papers of small towns of the present day it is not easily discovered by the careful investigator. This suggests that the style of reporting during the fifties was dictated by the limitations of the journals for which the news was prepared rather than by the desire to save the reader the trouble of wading through long accounts of happenings. That details would have been acceptable if they had been presented is fairly indicated by the fact that the more extended descriptions of events which appeared in the Eastern papers were eagerly perused by those who subscribed for them, and by the tacit approbation of the same shown by the editors of San Francisco papers, who frequently copied long stories of occurrences on the Atlantic seaboard which would have been disposed of with a brief paragraph had they happened nearer home.

Features of Early Papers

A specimen paper of 1850, if closely examined, reveals some of the limitations. The Pacific News of May 15th of that year is a fair example of the journalistic enterprise of the period. It consisted of four pages, 13x20 inches, with six columns to the page. It was printed from an English font of type of about the same size as that used in the body of The Chronicle, but was marked by a decided avoidance of display headings. It was intended to be complete, as may be inferred from the statement printed in black face, "For the steamer Isthmus—Wednesday, May 15, 1850." The first three columns of the title page were devoted to "Mining Intelli-

Contents of an 1850 Paper

gence," and the remaining three to "Pacific News." The mining news was chiefly composed of selections from other papers duly credited, and the matter under the heading "Pacific News" was made up of local and Coast items. The principal local event described was one of San Francisco's early great fires, which swept away all the buildings on Kearny, Washington, Clay, Jackson and Dupont streets, resulting in damage estimated at several hundred thousand dollars. The disaster was relatively as great, considering the infancy of the city, as that experienced in 1906, but only a little more than half a column was used in describing the affair, not more than eight hundred words at the utmost.

Crime Not Dwelt Upon

The second page was devoted to editorials, news items and letters from the public. Three columns were consumed in comment, one of the editorials being on the bright outlook for the cause of temperance, and another a traverse of the news. The third page contained a batch of news gleaned from Hawaiian papers, excerpts from other California papers and commercial news. There were also some small advertisements. A curious feature of this page was the use of an index finger sign at the beginning of small paragraphs whether news or announcements. The last page was given over largely to the message of John W. Geary, the first Mayor under the charter granted to San Francisco. It was three columns in length. The remainder of the space was taken up with reprints from Australian newspapers, tabulated election returns and some more Pacific Coast news. The investigator searching through this particular issue for evidence of the turbulence which was supposed to have been the normal condition of affairs about this time in San Francisco would not discover any, and might conclude that the popular impression that affairs were in a bad state was erroneous. The editorial on temperance, read between the lines, would suggest to the careful reader of later days that the drink habit was very common, as, indeed, it was, but he would not imagine that crime was rampant. But, despite the reticence of the Pacific News and other papers, the criminal element was exceedingly bold, and, according to the writer of the "Annals of San Francisco" had succeeded in terrorizing the community.

The Disorderly Element in 1851

The disorderly part of the community apparently continued their depredations during 1850 and the early part of 1851 without experiencing any check from the insufficient and inefficient police force, and the respectable elements were finally compelled to take the matter in their own hands, which they did by organizing a Vigilance Committee which dealt summarily with some of the conspicuous offenders. Although there were many murders between 1849 and 1851, the perpetrators escaped hanging, and it was not until the people rose in their wrath in the latter year that an example was made of an ex-Sydney convict, who had stolen a safe and was suspected of having committed other crimes. The body of men who took the law in their hands maintained their organization as a Committee of Safety and had the reputation of scaring the rogues who were supposed to have fled the city in dismay, but subsequent developments indicate that the terror they inspired was not as great as represented, for it is related that in the first ten months of 1855 there were 489 murders committed in California and only six legal hangings. On the other hand, there were forty-six cases of summary execution by the mob during the interval, but they evidently failed to produce the effect which the infliction of capital punishment in an orderly manner is credited with exerting, for the Vigilance Committee created in 1851 was practically compelled in 1856 to usurp the functions of the courts, and for a period of several months was obliged to assume responsibility for the preservation of the peace of the city, the ordinary methods practiced in civilized societies having utterly broken down.

Vigilance Committee of 1856

This second exhibition of activity by the Vigilance Committee is so directly connected with the journalistic practices of the period it will necessarily have to be referred to at some length, but before passing to that episode, the treatment of which more properly belongs to the chapters which will deal with policies of the early press of San Francisco, it will be interesting to examine further into the methods of reporting in the fifties to ascertain whether there is any foundation for an opinion frequently expressed during recent years that the propensity to publish details of crime is an incitement to criminality. If this assumption were sound, it might fairly be held that avoidance of the mention of crime, or the suppression of details of criminal occurrences would result beneficially, but the testimony of the early files does not support the view.

Whether as a result of the limitations imposed by want of space due to the smallness of the papers, or, as is assumed by some because the art of reporting had not been developed, crime, except of one sort, was not dilated upon by the papers of the fifties, although, as we have seen, from the statement above made concerning the number of murders in 1855, there was enough to occupy attention.

In the detailed description of the contents of a sample issue of a paper in 1850 the reader will note the omission of all reference to crime. Examination of other papers reveals a like indifference to the presentation of that class of news. So marked is its absence that it might easily be inferred that the abstention was prompted by the desire to avoid mention of disagreeable or shocking occurrences, but the occasional departures forbid this conclusion and suggest the true causes, namely, the failure of the early papers to develop on the news side, because of limited facilities, and the fact that the town was so small that its inhabitants knew all the details of an affair before they could be put into print.

News in Early Days

The latter peculiarity will be understood by those living in small towns, while it is not so easily comprehended by the denizen of cities large enough to permit one to be unknown to his next door neighbor. That of limited facilities can be made clearer by describing a plant of the sort which produced such a paper as the Sun, one of the earliest daily publications of San Francisco. It was a four-page paper twenty-two and a half inches long and sixteen and a half wide with six columns to the page. That was a favorite size of the dailies of the early fifties, the seven and eight column pages and the eight-page paper being a later development. The first page of the Sun was given up to advertisements, only a column of the six being devoted to reading matter of a not highly illuminating character, as, for instance, the statement that it would take over 9000 years to count a billion. The second page contained a column of editorial comment, which was interspersed with numerous brief news items. On the days succeeding the meeting of the Council the second page usually contained an extended account of its doings, minute details of no general interest being as carefully presented as the more important matter. The third and fourth pages were wholly occupied with small classified advertisements, and of the twenty-four columns printed there were on some days as many as nineteen and a half columns engrossed by the business office leaving only four and a half columns for the editor to fill.

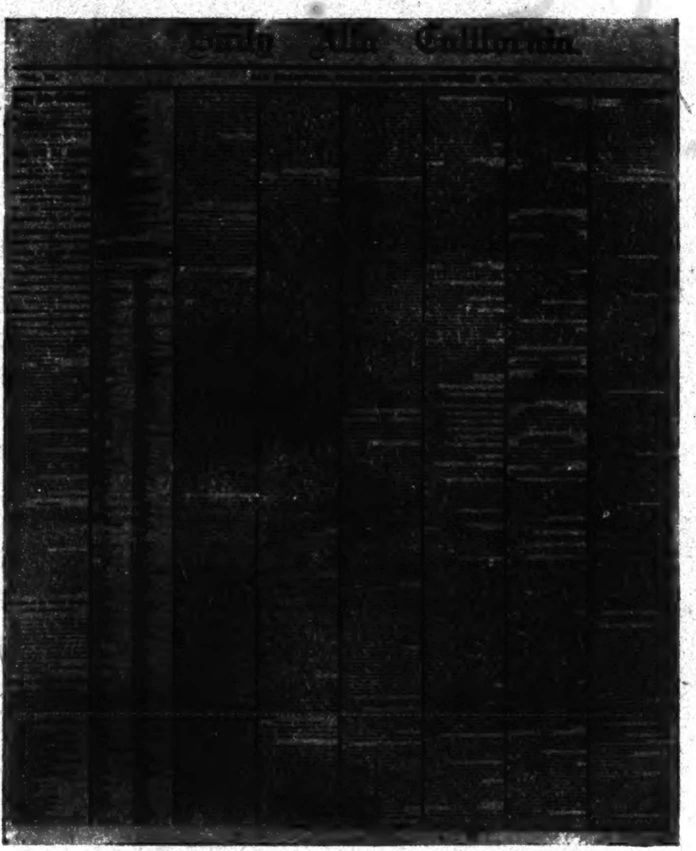
When the Editor Counted

It would be incorrect to state that these two somewhat detailed descriptions furnish an accurate idea of the dailies of San Francisco during the early fifties. That could be done only by reviewing each issue of the numerous bidders for public patronage. In 1851 there were as many as twelve daily papers published in the city which had suddenly sprung into prominence, owing to the widely-heralded discovery of gold, and no one of them seemed bent on earning favor by printing the news. They were, in fact, overgrown pamphlets, the principal object of which seemed to be the dissemination of the views of a coterie by a chosen representative. News and other reading matter than editorial comment was presented in such a haphazard fashion it was plain that the editor regarded them as of minor consequence. And perhaps he was right, for, under the circumstances, it was well nigh impossible for a newspaper to print any intelligence of importance which was not known to every one in the community before the account could be put into type, printed and published.

Corrupt Municipal Management Criticised

There was one function, however, which the press of the period assumed that caused the appearance of the more popular of the journals to be looked forward to with eagerness. From the columns of the dailies and the pages of the Annals we can gather the fact that municipal affairs were grossly mismanaged during several years. The City Council, a body corresponding to the present Board of Supervisors, was constantly putting through measures which were denounced as jobs, and the courts were notoriously negligent in the performance of their duties or hopelessly corrupt. Such a condition of affairs invited censure, and the editor whose pen was dipped in vitriol was in high favor, and his emanations were always looked forward to with expectant eagerness. The writer who could tell the truth in the plainest fashion possible and who could give the hardest knocks shared popularity with the stump orator who voiced the grievances of the crowd at the frequently held indignation meetings. This being the situation, it would have been astonishing if the publishers of newspapers had not aimed to secure an editor whose philippics rivaled those of Demosthenes, and pioneers of an observant disposition at a later day told that the reader did not look in the News, the Herald, the Alta, or any of the live sheets half so much for intelligence as to see who was being "lambasted."

Those were the days of "personal journalism" of a different sort from that applauded or denounced at present. Signed articles were rare, but every word in a scathing editorial usually proclaimed its authorship, and the writer rarely shrank from mentioning names and left a well defined impression on the reader's mind that when he said "spade" he meant spade. As a consequence, personal encounters were numerous. Gentlemen were accustomed to demanding satisfaction in the early fifties, and when one felt particularly aggrieved because he had been indicted in



DAILY ALTA CALIFORNIA
Containing account of wreck of the George Law.

The Days of Personal Journalism

the columns of a newspaper he was prone to ask the editor to meet him at some convenient place to be shot at and thus bring about an amicable adjustment of differences. As the other editor was often the fellow at whom the finger of scorn was pointed, there were occasional combats in which the principals were newspaper men. The senior editor of the Alta was killed in a duel in 1852, and other members of the Fourth Estate were called upon to make satisfaction about the same time.

Reports of "Affairs of Honor"

Affairs of honor during the early fifties were too common to make a great impression unless the participants occupied a prominent political position, and the newspapers disposed of them, as a rule, in a very offhand manner. One journal was accustomed to using a degree of brevity in its descriptions which suggested adherence to a set form like that followed in printing death notices. "John Jones and Peter Smith met yesterday, and, after an exchange of shots, in which the latter received a ball in the right arm, the challenged party declared himself satisfied. Sam Merton and Bill Dixon acted as seconds." Evidently the reporter felt that he was performing a duty in recording the event, and perhaps he thought that no details were required because a sufficiently large number of interested spectators had witnessed the affair, no pains being taken by anyone concerned to surround the performance with secrecy.

Heavy Newspaper Mortality

The lot of the editor and publisher throughout the fifties could not have been a very happy one, for the newspaper mortality record was too high to permit those engaged in the business to feel assured that their venture might not also be interred in what was jocularly termed the newspaper graveyard. It will be recalled that the publisher of the Californian felicitated himself upon the fact that after six months' experience, contrary to expectation, his journal had actually paid expenses. Subsequently it was transplanted from Monterey to San Francisco, and, after the gold discovery, was merged with the California Star, the paper started under Mormon auspices. Later the merged papers were absorbed by a new candidate for favor, the Alta California, which, on January 22, 1850, bloomed forth as a daily, the first in San Francisco. A glance at the list of publications testifies to the hard rows the early publishers had to hoe. The most of them have put up their shutters. The California Star, the Pacific News, the Alta, the Herald, the Picayune (the first evening paper published in the city), the Courier, the Balance and the Times and Transcript are all gone, the only survivors of the very early days being the German Demokrat, the Journal of Commerce (which dropped out for a period) and the Evening Bulletin, whose founder, James King of William, was murdered by a city official named Casey, who contributed to a weekly paper known as the Sunday Times.

The Bulletin was started on the 8th of October, 1855, and the editor in his salutatory announced that he had been driven into the experiment of publishing, and that "no one could be more fully sensible of the folly of a newspaper enterprise" than himself. From such a statement, and the newspaper mortality record, it may properly be inferred that the publishing business was not very profitable in early days, a fact from which the further inference may be drawn that the patronage was not very liberal as the

Not a Money Making Business

expenses of conducting a daily such as those produced any time before 1860 were comparatively light. The plant required to produce the small four-page sheets was of the simplest. An office equipped with eight hundred to a thousand pounds of type and a hand press were adequate to turn out a metropolitan journal of the period. Five or six men at the utmost were required to set the matter and print the paper. The problems besetting the present-day editor were unknown at the time, and it was literally true that there was often difficulty in getting together enough type to fill the small space devoted to reading matter. Such a thing as "crowding out" news, or anything else that had been "set up" was unheard of in the pioneer composing rooms. Not infrequently, the condition arose described in the couplet:

Up jumped the devil, all so solemn,
And wrote two lines to fill out the column.

For the devil was a feature of the early printing office, and like as not in some cases he may have jumped into the breach and provided the required two or three lines to fill up, otherwise the edition would have appeared with the blemish of a blank space.

CHAPTER III

POLICIES AND ATTITUDE OF THE PRESS DURING THE FIFTIES.

Grafters Judged With Leniency—The Press and the Land Grabbers—Collectivism Not in High Favor—City Lots Sold for a Song—Legislation to Remove Clouds on Titles—The Squatter Troubles—Fraudulent Spanish Grants—An Attempt to Grab the Whole City—Limantour's Claim Pronounced Fraudulent in 1858—The Condonement of Evils—Subordination of Local Interest to National Affairs—The Constitutional Convention of 1850—The Slavery Question and the Disposition to Compromise—Filibusters and Filibustering—National Affairs Freely Discussed by Editors—The Fugitive Slave Act Applauded—Contradictory Attitude on the Subject of Slavery—Opposition to the Introduction of Slaves—Race Prejudice Prevalent—Absolute Disregard of the Principles of Neutrality—Advocacy of Cuban Independence in 1851—The Manifest Destiny Idea—"Fifty-four Forty or Fight"—Open Recruiting for Filibustering Expeditions—Editors Who Thought Walker Was a Hero—Editors Who Could Smell Out Intrigues—American and French Attempts to Grab Sonora—The Absorbing Editorial Topic—No Sentiment in Favor of Dissociating Local From National Politics—A Scolding Press Which Accomplished No Reforms—The Unceasing Attempts to Gain Party Advantage—Warfare Between Editors.

NO ADEQUATE impression of the pioneer press of San Francisco can be formed without carefully considering the causes which produced the turbulent condition which culminated in the decisive action of the Vigilance Committee of 1856. The investigator cannot help being profoundly impressed by the part played by the public journals in bringing about a state of affairs which writers have vainly sought to excuse, but which, when carefully analyzed, are clearly seen to be faults of omission as well as commission. It would be easy, by a judicious selection of excerpts from the press of San Francisco, to prove that a part of it was vigorously engaged at all times between the date of the gold rush and the Vigilante episode which followed the murder of James King of William, editor of the Bulletin, in the exposure of corruption of all sorts; but the severe critic could easily adduce numerous instances of leniency of judgment concerning practices which are now stigmatized as grafting. That was notably true of the attitude of many papers toward the sale of the pueblo lands of the city. The disposition in many quarters was to regard them in the same light as the unsettled national domain and to assume that those who came first had the right to grab them. Theorizing on the subject led to the obscuration of the fact that the proceedings surrounding their sale were often in the highest degree irregular, and that those who had charge of their disposal never gave a thought to the public interest.

Conservatism of Early Press

The uppermost thought, and it was entertained by the most respectable of the newspapers of the city, was that the public would be benefited by the lands passing into the hands of private owners, who would put them to good use and benefit the community. It was argued that the experiment of collective use had proved a rank failure under Spanish and Mexican rule, and that the true way to promote improvements and encourage enterprise would be to put San Francisco on the same footing as other cities of the United States. Observation seemed to justify this view of the case, for there was little or no demand for town lots between 1839, when a survey was made by Alcalde Haro, and 1847, when the principal part of the village of Yerba Buena was laid out in fifty vara lots, four hundred and fifty of which were applied for and sold at the absurdly low price of $12 each, to which was added a charge of $4 for deed and recording, making the total cost to the purchaser $16. In addition to these fifty vara lots there were also sold lots 100 varas square for $25 each, plus the same sum exacted for deed and recording of fifty vara lots.

Early Land Troubles

That the transference of the pueblo lands to private ownership resulted in stimulating improvements is undoubtedly true, but subsequent sales were made under circumstances suggestive of fraud in which the authorities were accused of participating. In one instance, a batch of lots was sold at $100 apiece, the money being pocketed by the man making the sale, who fled with the proceeds when his irregularities were found fault with. These rascalities and others equally flagrant were subsequently condoned by legislative acts, which confirmed the titles without giving much consideration to their legal status, the paramount desire being to remove the clouds which the taint of fraud threw over all conveyances. As a consequence of this looseness of method, there was a period during which squatters asserted that they had a right to settle on any unoccupied lands. Many collisions occurred and the effect on the public mind, as mirrored in the press, was to create a desire for a settlement which would establish titles without going into the question closely whether the authority existed for granting them, and presently the most respectable elements of the community were arrayed on the side of possession. The squatter, who oftener than otherwise was a hired person ready to risk his life for someone who had "staked" him, generally belonged to the turbulent class, the so-called "Sydney coves" taking kindly to the business.

Settlement of Titles Urged

It is not surprising that the major part of the press should have earnestly urged the settlement of titles, for, in addition to the troubles growing out of the Colton grants and the Peter Smith water front purchases, which were made with frightfully depreciated scrip, there was the constant menace of the fraudulent Spanish or Mexican land grant. At one time every owner of property in San Francisco was harassed by the fear that the claim of a man named Jose J. Limantour to practically all the land of any value in the city might be held valid. Limantour set up that in 1843 he had loaned the sum of $4000 to the Mexican Governor, for which he received a grant in the neighborhood of Yerba Buena of four leagues, and, in addition, the islands of Alcatraz, Yerba Buena, the Farallones and a square league on the island of Los Angeles (Angel island). It was not until April 22, 1858, that the Commission appointed by the Federal Government finally decided that Limantour's claim was fraudulent. This decision, and an earlier one of the Supreme Court of the State in October, 1853, which confirmed the Alcalde grants, relieved the press of the difficult task of justifying methods which the community knew would not bear inspection, but which the common welfare seemed to demand. Unquestionably, the stable elements exerted a great pressure on the press in this particular matter, but it was not always successful in repressing criticism which was frequently vigorously expressed, although the conclusion almost invariably reached was that the interests of society demanded the condonement of the evils criticised.

Evils of Land Grabbing

Unquestionably, the land grabbing of the days immediately following the gold discovery at Sutter's mill was largely responsible for the lowering of the morale of the community. It was fruitful of much denunciation of municipal corruption, which failed to be effective largely because too many who were looked up to as leaders benefited through the abuses charged against public officials. Possibly, the business of exposure was overdone. Certainly there was so much of it that it must have ceased to attract attention, or it was, perhaps, subordinated in the public mind by contemplation of much larger issues than the turpitude of public officials seemed to involve. The period we are writing about was one of national unrest. The shadow of slavery was over the land and men were filled with a vague dread of the outcome. The country had just emerged from the war with Mexico, and while there is no reason to believe that any considerable number of persons who had rushed to California in search of the precious metal had any doubts about the propriety of annexing the coveted province, the most of them were tolerably well convinced that the slaveholding oligarchy was not entirely satisfied with the decision reached by the Constitutional Convention which met at Monterey in 1850, that California should be a free State. Events were constantly occurring calculated to disturb the feeling of security which had been engendered in the minds of a people pledged to the principle of freedom of labor, but who were still under the thralldom of the idea that the great question was one to be determined by the states.

The Overshadowing Slavery Question

Seward's famous apothegm concerning "the irrepressible conflict" did not find expression until 1858, and before that time, in California, as in other arts of the Union, the enemies of slavery were disposed to compromise, but their opponents never for a moment ceased their aggressive tactics. The extension of the institution was constantly in their mind, and efforts to gratify their desires were ceaselessly pushed. California participated in these tactics of the slaveholders in a greater degree than any other free state of the Union. Its legislature was made the seat of intrigue, and filibustering ventures of varied sorts, many of them having for their object the acquisition of more territory from Mexico, were projected and financed in San Francisco. The editors of San Francisco journals were far better acquainted with what was going on than those of other sections, and moves and motives were the chief editorial themes. Despite the fact that free labor had won an overwhelming victory in the framing of the Monterey Constitution, the State was filled with men who sympathized with the aims of the South. It is astonishing to note how many San Francisco writers were inclined to applaud the passage by Congress in 1850 of the so-called fugitive slave act. The arguments employed seem strange to this generation, but not to the men of the day when Chief Justice Taney rendered his celebrated decision in the Dred Scott case, in which he virtually declared that a slave was a chattel, and that the rights of a human being did not attach to him. That decision was rendered on March 6, 1857, but, shocking as it now seems, it was the mere crystallization of the general attitude toward the African slave, and in no other state did it find a more ready acceptance than in California, from which slavery was rigorously excluded.

Opposition to Servile Labor

But while men, by their votes and actions in California, seemed ready to extend a helping hand to those seeking to strengthen the institution, a section of the press was indefatigable in its opposition to any movement having for its object the introducion of servile labor ino the State. In 1852 a memorial was sent to the Legislature by a number of citizens of South Carolina and Florida asking permission to colonize a part of the State and to bring not less than 2000 slaves to assist in the work of redeeming assumedly wild lands. It was fiercely assailed by some papers and gingerly advocated by one or two under the domination of Southern men, but the sentiment was so unmistakably against the request that it hardly received the courtesy of being formally tabled. No better index of the state of public mind in the early fifties is afforded than the act of the Legislature in 1850 which disqualified any black or mulatto person or Indian from giving testimony in a case in which a white was a party. This statute remained on the books until 1863 and gave rise to much argument and furnished the theme for many an editorial. Some queer views were expressed and not a few of the warmest advocates of the discrimination found their inspiration in the Scriptures. Although the modern school of biology had made some headway in the first half of the nineteenth century, its teachings were not widely accepted by the disputants, who preferred to lean upon the Bible, in which they professed to find support for racial distinctions, and an abundance of authority for maintaining the assumedly inferior in a state of bondage.

Filibustering Openly Advocated

When we turn to the early journals to discover the state of the public mind toward the filibustering movements of the fifties, we are bewildered by what seems a unanimity of approbation of what to us now appear to be unmistakable efforts to extend the institution of slavery. There was no adverse criticism of the slaveholders' plans to annex Cuba under the pretense of securing liberty for the oppressed Cubans, and such comment as was evoked by the New Orleans riot in August, 1851, growing out of the obstacles placed in the way of a filibustering expedition, was unfavorable to those who sought to interfere with the enterprise. The Cuban independence scheme appealed to many of the San Francisco editors, and when Slidell introduced his bill in Congress in 1859 for the appropriation of $30,000,000 to be used in the acquisition of the "Ever Faithful Isle," it was pronounced a measure well calculated to ease a situation which was yearly becoming more tense.

This was one point of view but the practical indorsement of the policy of aggression on neighbors by virtually the whole community, which encouraged such men as Walker, is explainable on the theory that the people

WILLIAM WALKER
The Nicaraguan filibuster.

The Manifest Destiny Idea

were so obsessed by the manifest destiny idea that they lost sight of the other possibilities which the acquisition of territory involved. An editor, who has preserved for us the life and spirit of the early days in his "Annals of San Francisco," gives us a glimpse of the extent of this obsession in a passage in which he outlines the fancied ease with which the empire of China might be conquered by energetic Americans, who could employ their shrewdness as England did in India by playing one set of Orientals against the other. With ideas of this sort permeating the editorial mind, it is not surprising that writers for the San Francisco press should have looked upon unscrupulous adventurers of the stamp of Walker as heroes, and shut their eyes to the enormity of encouraging the rape of neighboring territory.

Light Notions Concerning Neutrality

The obligation of neutrality was not much respected by any power at that particular time. The war with China waged by Great Britain to force that decrepit nation to open its ports to the traders of the West was still fresh in the minds of the pioneers, and the slaveholders' assault on Mexico, which followed the vainglorious boast of Polk that England would have to move her Canadian boundary to 54 degrees 40 minutes or fight the United States, was an equally fresh memory. The success in the one case and the failure in the other greatly stimulated the manifest destiny idea. The cession of Hongkong to the British prompted the desire to emulate, and the failure to make good the "fifty-four forty" brag rankled greatly in the minds of the manifest destinarians, who convinced themselves that the ignominy of the backdown on the north could be wiped out only by stretching our empire southward. The star of the nation had traveled as far westward as it conveniently could and what more natural than to look with approval upon propositions to deflect it from its course and make it travel southward until its rays penetrated the remotest part of "Greaserdom."

Open Defiance of Law

Thus talked the editors of the early days of San Francisco, and, while they unburdened themselves, men of the Walker stamp had no difficulty in securing all the recruits they needed to engage in their mad enterprises. There was no Presidential warning issued against the unseemliness of making raids on peoples with whom we were at peace. The public conscience was not very tender on such subjects as neutrality, and it does not appear that either authorities or the warning voice of the press were heard in denunciation of the flaunting of the filibusters' flag from buildings in San Francisco, or the open financing of expeditions whose plainly expressed object was the stealing of territory from countries with which we were at peace. In 1852, when William Walker announced his scheme of establishing a republic in Lower California the proposal was hailed with applause and scrip or promises to pay based on the prospective revenues of the new government was freely sold. "It is ever the fate of America to go ahead. * * * So will America conquer and annex all lands. That is her manifest destiny," declared one editor, and the exultation with which the news of the occupation of La Paz by Walker was received, and the promptitude with which volunteers offered themselves and were publicly enrolled, unchecked by the authorities, point conclusively to an approbation not strictly local in character.

Later President Pierce, under pressure, after Walker had taken possession of Granada, issued a proclamation—possibly because the filibuster had allowed himself to be diverted from his earlier project of taking possession of Sonora. That was in December, 1855; but, when he sailed from San Francisco for Lower California on October 15, 1853, nobody interposed an objection. Those were days of intrigue, and editors were kept busy trying to divine what was going on. They were shrewd guessers and got to the bottom of affairs without the aid of armies of reporters. As early as 1850, two titled Frenchmen, Count Gaston Raoul de Raousett-Boulbon and another, known as the Marquis de Pindray, found their way to San Francisco. Both of these men were suspected of being emissaries of Napoleon III, and, when the former, in 1852, sailed for Lower California with a band of 250 men, recruited in San Francisco, the papers were not backward in charging that their purpose was not to colonize, as was intimated, but that they were bent on creating a buffer state between Mexico and the United States. Raousett had some dealings with the Mexican Government, but the integrity of his purpose was soon called into question and he came into open collision with the troops of Mexico in Lower California and later succeeded in capturing Hermosillo. When he returned to San Francisco his exploit was made much of by the people, but the Frenchman's plans crossed those of the pro-slavery element, and an attempt to raise funds for a second expedition was frustrated by the circulation of a report that the whole of Sonora had been ceded to the United States. The French Consul later became mixed up in the project and was tried for violating the neutrality laws. He set up as a defense that the 800 men who were prevented leaving San Francisco on March 29, 1854, on the British ship Challenge were going there with the object of colonizing Mexico so as effectually to prevent filibustering. The jury trying the Consul was unable to agree, but the press found no difficulty in believing in his guilt, and displayed considerable acumen in the discussion of Napoleon's intentions and made predictions which were well substantiated later by the events which culminated in the death of Maximilian and the madness of his wife Carlotta.

Active Intrigues of Foreigners

But these were minor issues, comparatively speaking, and, while affording subjects for exciting comment, they never attained to the distinction of being the absorbing topic. That, from the beginning, was, and, until the firing on Sumter, remained, the question whether the slave oligarchy of the South or the free North was to dominate the country. It was not whether slavery should survive as an institution in the United States; the problem did not present itself in that way until some years after Seward had declared that it was an irrepressible conflict. The Civil War had grown a wearisome horror long before the people decided that slavery must go, and there were still many who abhorred the institution who doubted the wisdom of utterly dispensing with it even after Lincoln issued the proclamation which put his name high on the role of fame. A cursory glance at the editorial columns of the San Francisco press during the years between the passage of the bill for the arrest of fugitive slaves and that April day in 1861 when Sumter was fired upon shows that everything was subordinated in the public mind to the "burning question." Assaults on municipal corruption were merely digressions. There were many such

The Absorbing Editorial Topic

and the failure of the people to heed reiterated warnings had a tragic outcome. But it was impossible to persuade men that attention to local affairs need not be wholly subordinated to national considerations, and the machinery devised for the conduct of public matters entirely engrossed by those fighting the battle which eventually had to be settled with weapons more potent than ballots.

National Subordinate Local Affairs

There were few at the time who had the temerity to suggest that national and local affairs might be dissociated. The men who built up the city had been accustomed to a system which made the selection of municipal officials a minor cogwheel in the national political machine. The constant discussion of state's rights and the threats of secession made as early as 1850 by the Southern Rights Associations of South Carolina, the Kansas-Nebraska bill, the settlement of Lawrence, Kansas, by anti-slavery men, the Ostend manifesto calling for the purchase of Cuba by the United States, the decision of the Wisconsin Supreme Court that the fugitive slave law was unconstitutional, the free State convention at Lawrence in August, 1854, and that at Topeka a couple of months later, so fully occupied the attention of press and public it would have been strange indeed if any serious effort had been made to divorce local from national politics. There was no such attempt. The press scolded and pointed the finger of scorn at malefactors in office. Jobs were exposed and the negligence and turpitude of courts were scathingly denounced, but it did not occur to anybody that the trouble was due to incivicism and misdirection of public virtue. There was much of the former, as the sequel showed, but the positive conviction of the forceful few, that national considerations outweighed everything else, was responsible for the perpetuation of a system which placed a premium on neglect and finally produced an intolerable condition. The constant struggle to gain a party advantage caused men otherwise well meaning enough to wink at rascality. It was of more consequence to them that the party which they believed was in the right should control the political machinery from the ground up than that the city should be well governed, and the abstention of the respectable element from participation in local politics was probably due as much to the feeling that they were powerless to effect a reform of any sort while a great crisis was impending as it was to indifference begotten by absorption in personal affairs.

Personal Scraps of Editors

It was the press which brought matters to a climax. Like in the dual system of Zoraster, in which the powers of light and darkness are in constant conflict, the Fourth Estate during the years preceding the outbreak in 1856, which taught the people of San Francisco that decency, when it chooses to assert itself, can always win, was in a perpetual state of warfare. Editors attacked each other personally in the columns of their papers. They were not content to make their assaults upon the weaknesses of the opinions of their rivals, but sought to emphasize them by riddling their characters. It all resulted in much bad blood, and occasionally in encounters, and finally in the murder of James King of William, which provoked the uprising that had for its outcome the ascertainment of the fact that the decent and orderly elements of the city had made a serious blunder in tamely assuming that they were not able to keep the criminal classes under control with the ordinary machinery of government.

CHAPTER IV

DISORDERLY ELEMENTS AND THE VIGILANCE COMMITTEE OF 1856.

Events That Led to the Committee's Activities—Neglect of Civic Duties by San Franciscans—Ballot-Box Stuffing and Ballot Boxes With False Bottoms—Municipal Extravagance—A Big Reduction in Expenditures—Nothing to Show for Money Expended—David Broderick's Career as a Municipal Boss—Assaults of James King of William on David C. Broderick—A Specimen Bulletin Editorial in 1855—Sudden Rise in the Popularity of the Bulletin—Popular Approbation of Personal Journalism—Exposure of Jury Corruption—The Law and Order Party—Casey Murders James King of William—The Vigilance Committee Hangs Cora and Casey—The Herald Ruined by Withdrawal of Advertising Patronage—Earlier Popularity of the Herald—Formation of the People's Party—Conventionality Abhorred by Early Editors and Reporters—Honest Harry Meiggs—Reporters Never Suspected His Shortcomings—His Unsuccessful Attempt to Divert Business to North Beach—Fraudulent Use of City Scrip—His Flight From San Francisco and His Subsequent Rehabilitation in Peru.

VERY few occurrences prior to the Civil War attracted so much attention or were more discussed than the doings of the Vigilance Committee of 1856. It is a remarkable fact, however, that, although the chief actors responsible for the precipitation of the trouble were editors, and that the recrimination which led to the murder of James King of William was provoked by dissensions regarding the distribution of Federal patronage, nearly all the critics on the Atlantic seaboard, and in Europe, where the affair was made much of, confined themselves to the question whether when the ordinary safeguards of a civilized society are broken down by the criminal element a community is not justified in setting aside the machinery of the law and resorting to more direct methods of dealing with crime and administering justice and punishment.

It does not appear in the vast quantity of opinion which found its way into print that any of those responsible for its expression were disposed to place the blame for the departure from the methods of civilized peoples on the orderly elements of the community. There were some who in a feeble way protested against mob rule and asserted that laxity in the administration of justice is always attributable to the loose notions of the society in which it occurs, but the majority of the commentators treated the uprising as if it were a matter of the people of San Francisco being suddenly put on the defensive against a powerful band of criminals who had conspired to rob and murder. And so it must have appeared to all who simply regarded the uncontradicted statement that in the first ten months of 1855 there had been 489 murders in California, and only six legal executions.

But this style of criticism completely ignored the conditions which led up to the crime which so shocked the better elements of the community that they did not hesitate to accomplish in a violent and illegal manner that which they could have brought about in a perfectly orderly fashion had they displayed a tithe of the energy and determination to prevent the encroachments of the criminal class that they did in breaking up its practices when they became unbearable. In short, it disregarded the fact that the number of decent citizens was very much larger than that of the gang which imposed its rule upon the community, an assertion amply borne out by statistics, and the outcome of the uprising which showed that nothing more was necessary than that citizens who desired to see good men elected should go to the polls and vote, and see to it that their votes were properly counted.

Inattention to Civic Duty

Instead of such a course being pursued, the good but negligent citizens preferred to adopt a shirking attitude which they defended by asking: "What is the use?" They assumed that ballot-box stuffing could not be prevented, and stayed away from the polls because they would be counted out in any event. That this was the case is shown by the fact that it was charged by James King of William that Casey, a contributor to the Sunday Times, who afterward killed him, had been elected a Supervisor in a district in which he was not even a candidate, the implication being that the box was stuffed with ballots for him by designing men, who sought to put him in office for corrupt purposes. It is also attested by the spectacular exposure of a ballot box with a false bottom made after the Vigilantes began to clean the Augean stables. That such infamous devices to defeat the will of the people were regularly employed was notorious, but the evil was allowed to go unchecked despite the constant demands for reform from the section of the press which was making persistent assaults on municipal corruption which went unheeded, perhaps because they were too vehement and were open to the suspicion that they were inspired by men who desired to get possession of the offices.

What-Is-the-Use Attitude

That there was extravagance, corruption and gross mismanagement of municipal affairs in the years preceding 1856 is undeniable. The expenditures of the city in 1853 reached $2,646,000. That amount seems small by comparison with the present enormous cost of city government, but a reform administration in 1857, elected after the Vigilante uprising, managed to get along on $353,000. It is true that critics of municipal management by the officials elected by the People's Party, which was the outcome of the affair of 1856, declared that parsimony and neglect marked the administration of the reformers, and that they did nothing for the city, but their friends were able to retort that prior to 1856, although large sums were annually expended, there was nothing to show for the expenditures. There were other abuses than those complained of by that portion of the early press which concerned itself about the demands made on the taxpayer, and they were unquestionably more demoralizing than those which came in for the severest censure. They were, however, condoned by the newspapers

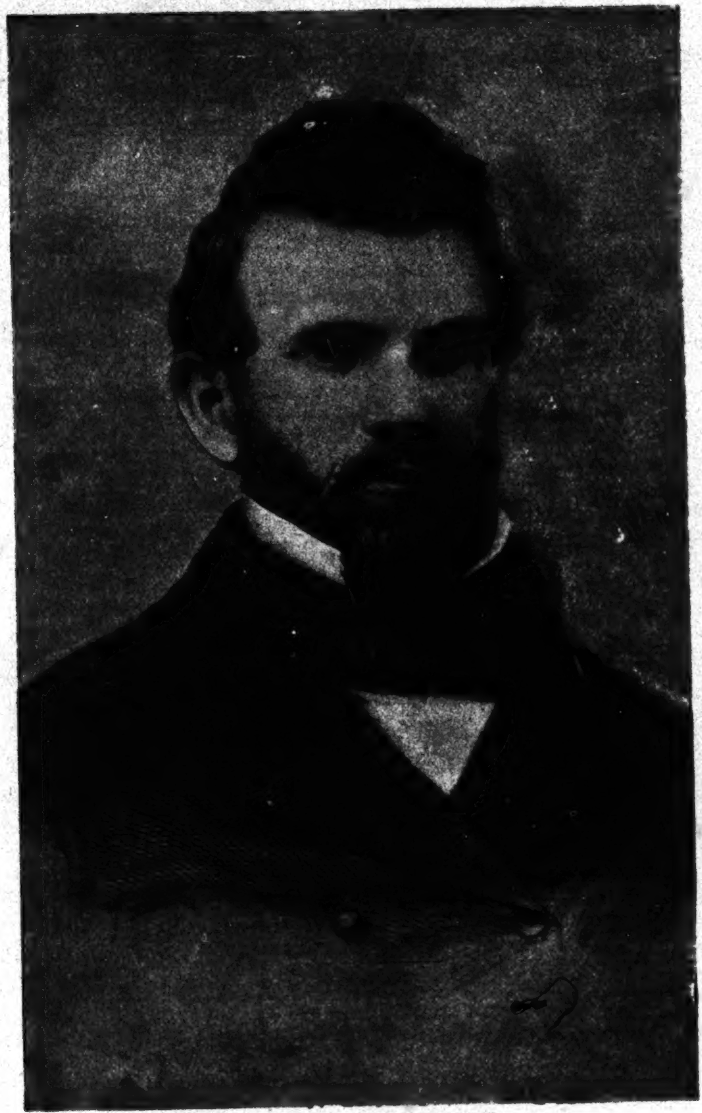
Gross Corruption and Mismanagement

and the people because they were generally practiced at the time, but their effects were more disastrous than those produced by the grafting propensity, for they were chiefly responsible for the selection of the venal and ineffective Judges, who did not hesitate to pollute the fountain of justice to pay for their appointments. As already pointed out, the tremendous influence on the popular mind exerted by the burning questions growing out of the aggressiveness of the slaveholding oligarchy made men subordinate local to national issues; it also tended to the acceptance of a political theory somewhat resembling that contained in the assumption that the end justifies the means adopted to effect its accomplishment. The people were desperately in earnest; party feeling ran high and there was no disposition to shrink from practices, no matter how questionable, which voters thought would insure the success of the cause they advocated.

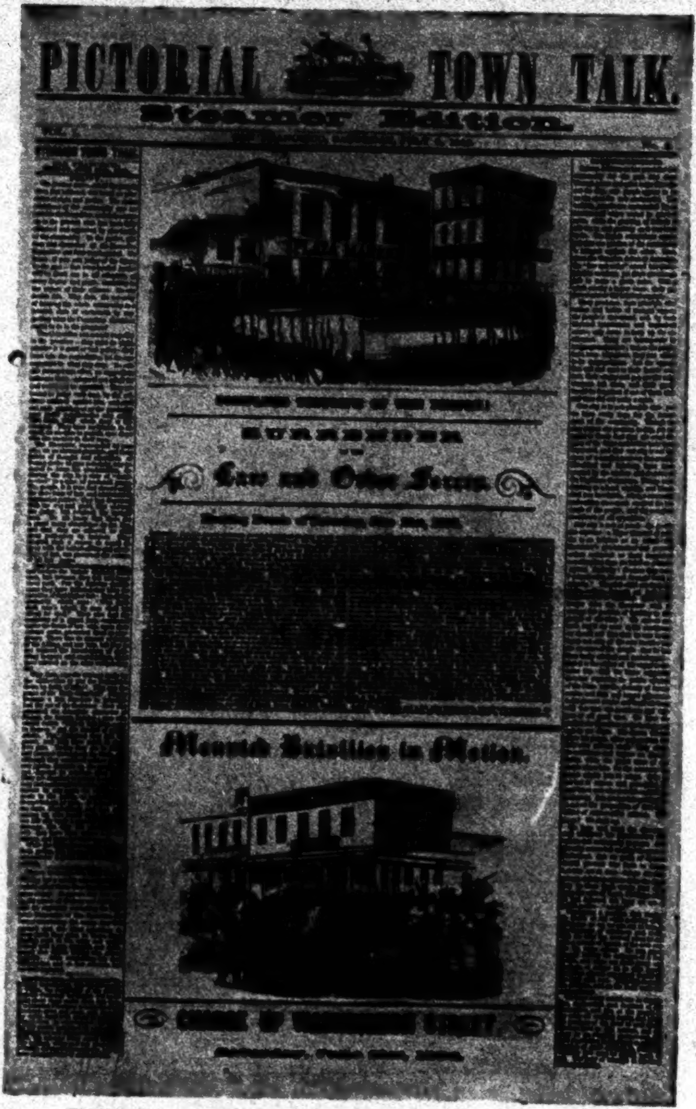
Diatribes Against David C. Broderick

The singlar anomaly of a man with professedly high ideals resorting to the basest political methods can be explained only by assuming that he felt certain that voters desirous of achieving the object aimed at by him would view his actions with tolerance. David C. Broderick, whose career as a boss and a legislator, and his tragic death on "the field of honor," fill a large space in the annals of the city, was conspicuous as an advocate of free labor. He was untiring in his opposition to the efforts to commit California to the cause of slavery and earned the enmity of the class devoted to the extension of the institution, the members of which, curiously enough, were by no means all Southerners, or directly interested in that which they advocated. There were plenty of what in the parlance of the period were called "dough faces" in San Francisco who were apparently unconscious of the fact that they were looked upon as "mudsills," although they were told so frequently enough by the anti-slavery editors to become acquainted with the Southern point of view, had they only taken the trouble to read what was said about them. But they did not. It was the custom in those days, as it is at present, for men to read that with which they sympathized and approved, and to turn from that which is distasteful. Consequently, the diatribes against Broderick were ignored and disregarded by many who did not wish to believe the accusations brought against him. They by no means came from one source. He had many enemies in both camps, almost from the beginning of his political career; but toward its close they were chiefly composed of the active adherents of the pro-slavery cause or the members of the "Federal Brigade," the name bestowed upon the office-holders appointed in Washington, who were almost wholly Southerners, and many of them of the sort designated as "carpet baggers" by the people of the South during the reconstruction period following the Civil War. Before Broderick began to be esteemed as a champion, he was the object of denunciation more severe than any to which modern readers are accustomed, and candor compels the admission that the charges brought against him could have been substantiated in a court of law had he made the mistake of seeking redress through such an agency.

Foremost among Broderick's assailants was James King of William of the Bulletin, who began his assaults very shortly after commencing the publication of that paper. No better illustration of journalistic methods on the eve of the Vigilante uprising in 1856 can be furnished than that which a few quotations from King's announcement to the public and his attacks



JAMES KING OF WILLIAM
Murdered by James P. Casey in 1856.



PICTORIAL TOWN TALK.

Steamer Edition.

SURRENDER

OF THE

Law and Order Forces.

Mounted Battalion in Motion.

PICTORIAL TOWN TALK, WITH AN ACCOUNT OF THE VIGILANCE COMMITTEE'S DOINGS

Assaults of James King of William on Broderick

on Broderick afford. In his salutatory, the editor of the Bulletin told his readers that necessity, not choice, had driven him into the experiment of publishing a paper, and that he was "fully sensible of the folly of a newspaper enterprise as an investment of money." The public scarcely needed to be informed that King's newspaper venture was in no sense a business enterprise, for it was well informed concerning his grievances, which were connected with what he deemed the unjust treatment of his brother by the politicians in the matter of a Federal appointment, and his further announcement that he intended to use his paper for the purpose of meeting his enemies with weapons of their own kind was joyously accepted by that part of the community which delighted in recrimination of the sort described by the term "making the fur fly," while those who believed in his integrity and honesty of purpose, about which there appears to have been no question, despite the fact that the motives for some of his attacks suggested personal animus, looked forward with eagerness to the effecting of reforms through the instrumentality of an untrammeled press.

A Specimen Editorial of Early Days

"It has been whispered to us," wrote King, in his salutatory, "that some parties are about pitching into us. We hope they will think better of it. We make it a rule to keep out of a scrape as long as possible; but, if forced into one, we 'ar' thar', entiende?'" This warning or "defi" was issued on October 8, 1855, and promptly drew fire, and a week later the battle was on. One of the very first objects of King's attacks was Broderick, who, in accordance with the habit of the time, he nicknamed David Catline Broderick. His arraignment of the politician was a piece of coarse invective, every line of which was calculated to incite violence. He charged that he was endeavoring to have himself elected for the purpose of accomplishing unworthy ends, and accused him of complicity in the job by which the Jenny Lind Theater was unloaded on the municipality to be converted into a City Hall, although unfit for the purpose. Other swindles and robberies were laid at his door, and he was plumply accused of ballot-box stuffing and other corrupt electioneering practices. On the following day King continued his tirade, specifically indicating cases of men having paid considerable sums of money to Broderick for nominations, which were equivalent to an election, and paying for them nearly as much as the salary attached to the office. Another attack he concluded with the remark: "We have every confidence that the people will stand by us in this contest; and, if we can only escape David C. Broderick's hired bullies a little longer, we will turn this city inside out, but what we will expose the corruption and malfeasance of her officiary."

The Use of Hired Bullies

The allusion to "hired bullies" was not a figure of speech in this case. James King of William knew what he might expect. He had no apprehension of a libel suit, for the object of his assault did not dare to tempt the proof which he knew would be forthcoming in a court, even one in which justice miscarried as often as it did in San Francisco about this time. But the bullies did not meddle with the bold editor, probably because they saw in the rapidly increasing popularity of the new journalistic venture a danger flag the sight of which gave then a premonition of what followed a few months later. The sudden rise in popularity of the Bulletin gives an insight into the kind of journalism which met approval in 1855, and at the same time enlightens us concerning the reading habits of the public, for we are informed that in less than a month the circulation of King's paper was 2500, and that before the end of December it reached nearly 3500 copies daily, a larger number than was circulated by any other newspaper in the city. There are no accurate statistics of population for the year mentioned, but it is probable that San Francisco in the closing months of 1855 contained 55,000 inhabitants. There had been an attempt at enumeration two years earlier, which indicated that the State had about 100,000 population, and it was estimated that during the winter of 1853-54 at least 50,000 lived in the city, a fair proportion of this number being miners who early developed the habit of making their way to the bay when the weather prevented mining.

Approbation of Personal Journalism

The degree of popularity attained by the Bulletin testifies to the approbation of a style of journalism scarcely tolerated nowadays. The rivals of James King of William were no less vituperative, but his personalities are drawn upon for illustration, because, at the time, and for a long while after, he was extolled as a model editor. His contemporaries might have been persuaded that he was capable of making mistakes, but they were profoundly convinced that his methods were sound and productive of good results. They found nothing shocking in his comments upon court procedure, and when Cora was on trial for killing Richardson and the jury was being impaneled he was applauded for saying in the Bulletin: "Look well to the jury. And, again, what we propose is this: If the jury is packed, either hang the Sheriff or drive him out of town and make him resign. If Billy Mulligan lets his friend Cora escape, hang Billy Mulligan or drive him into banishment." Cora was a professional gambler who had a quarrel with a man named Richardson in a saloon and shot him on the 18th of November, 1855. The murder was not particularly notable of itself, but, as an addition to the long list of the preceding months in city and State, it made an impression which was greatly strengthened by the comments of the Bulletin, but which would have weakened and died away if the editor had not boldly drawn attention to the attempts made by the friends of the murderer to secure immunity for him by corrupt methods.

Corruption of Juries

It was openly hinted that a large sum of money had been subscribed, the amount mentioned being $40,000, which was to be employed to fix the court or buy a jury, and color was lent to the rumors by the repeated delays in the trial of the case. The murder, like the remaining 488 recorded in the "Annals of San Francisco," might have passed unnoticed, and gone unpunished, had not James King of William let loose his stream of invective which washed away the indifference of an apathetic and nearly cowed public, and called forth in its stead one of the most remarkable exhibitions of virile dealing on primitive lines ever witnessed in this or any other country. If the outcome had not been so tragic, the investigator might almost be tempted to say that it was the result of editorial "scrapping," but it requires no extraordinary penetration to discover that while James King of William was the rod that attracted the lightning it was the suddenly awakened consciousness of a long indifferent community that provided the tinder which started a conflagration that burned with such fierceness it extinguished civic enterprise while sweeping away criminality.

The Law and Order Party

It is not conceivable that all of those who lifted up their voices in disapproval of the Bulletin's harsh strictures sympathized with the criminal class. There were plenty who in arraying themselves on the side of what they called "law and order" believed sincerely that they were fighting behind the bulwark of modern civilization. They may have deprecated the tendency of the courts to encourage criminals by postponements and other lax practices, but they felt certain that if the ordinary processes were dispensed with society would be a rudderless ship and surely go on the rocks. But those who sympathized with Casey were not among this number. Many articles in rival papers dealing with the subject of delay were more a defense of evil practices than of orderly procedure, and some editors were quick to align themselves on the side of those accused of shortcomings. It is not surprising, considering the disposition to indulge in personalities which had been the fashion for years that when King assailed the Federal brigade Casey should have hastened to its aid, and that he should have employed the favorite weapon of the period in the weekly paper to which he contributed so frequently that he was regarded as its editor. Unfortunately, the champion of the turbulent element had a history like many another man who had found his way to California when the fame of the new El Dorado was spreading about the globe.

James King of William Assails James P. Casey

His story was not unknown to San Franciscans. The fact that he had made a slip in his old home in New York State had been brought out in the course of a trial, and King, when the fight waxed hot, was not slow to use the advantage it gave him. Cora had shot Richardson in November, 1855 and nearly six months later he still remained untried and there was every reason to believe that he never would be convicted, and King said so in plain terms. Casey was extremely virulent in criticising the attitude of King, indulging in many personalities, and the Bulletin came back at him in this wise: "The fact that Casey has been an inmate of Sing Sing prison in New York is not an offense against the laws of the State; nor is the fact of his having stuffed himself through the ballot box as elected to the Board of Supervisors from a district where it is said he was not even a candidate, any justification why Mr. Bagley should shoot Casey, however richly the latter may deserve having his neck stretched for such fraud upon the people." This assault appeared on May 14, 1856, and King had no particular reason for believing that it would cause serious trouble, for in the preceding November he had reproduced from the California Chronicle a strong denunciatory article in which the methods by which Casey was elected Supervisor were referred to, and in which his Sing Sing record was paraded without any harm ensuing. But the friends of Cora, the gambler, saw an opportunity to create a diversion and they took the perilous course of instigating the assailed politician to avenge himself, which he did by shooting King as he left his office.

The town flamed up at once. The committee called upon to deal with the troublesome characters in 1851 had maintained some sort of an organization during the intervening five years and was swiftly brought into shape for action. Officers were chosen, and they formed companies of well armed men who made it perfectly clear by their attitude that they were going to take the law into their own hands and dispense with the formalities of the

The Murder of James King of William

courts. King, although the wound inflicted by Casey proved fatal, lingered six days after being shot. Meanwhile, the Vigilantes had taken Cora and Casey from the custody of the Sheriff. The latter made some resistance, but was persuaded by the determined attitude of the members of the committee to deliver the prisoners into their keeping. For a while there were signs of a conflict between the persons who called themselves the Law and Order party, in which the State authorities showed a disposition to participate, but the determined front presented by the aroused citizens and the vacillation of the Governor prevented a serious collision.

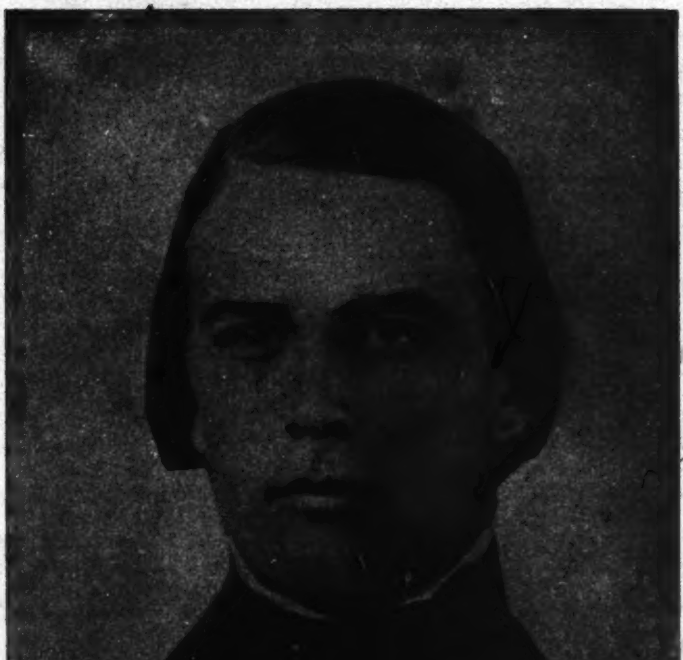
Cora and Casey Hanged by the Vigilantes

The committee, which awaited the result of the wound inflicted by Casey, as soon as the death of James King of William was announced by the tolling of the bell of the Monumental Engine Company, at once strung up the two murderers side by side on gibbets, where they were allowed to swing for several days to serve as a warning to the wretched crew who had so long terrorized San Francisco. According to the accounts of the journals which survived the storm, the lesson was a salutary one and was taken to heart by the disorderly element. Nugent's paper, the Herald, which strenuously championed the Law and Order party and unsparingly denounced the committee, was ruined by the concerted withdrawal of the advertising patronage of the business community, and soon ceased publication. This action did not meet the unanimous approval of the Vigilance Committee. It was deprecated by William T. Coleman, a prominent merchant, who was chosen to head the banded protestants against official corruption and laxity, and who argued that no good results could be expected from direct or indirect attempts to curb the liberty of the press. He did not prevail, however, and the Herald was sacrificed.

The Herald Before the Murder of King

The striking fact that Coleman should have opposed the extirpation of the Herald suggests that its general course, apart from its unfortunate attempt to defend or apologize for the shortcomings of the courts, was not reprehensible, and an examination of its columns confirms this view. It had attained to considerable popularity before the Bulletin came on the scene and was regarded as the leading paper. It was undoubtedly the best edited daily up to the time of its collapse, and the probabilities favor the belief that Coleman's opposition to killing it were based on the belief that the motives of those who advocated that course were inspired more by hostility to its political course than to any other cause. Perhaps no other phase of the 1856 Vigilante uprising has presented greater difficulties to the critic than the forcible extinction of the Herald, but it does not appear that any of its contemporaries mourned its loss. Nor is there any evidence in their columns of a consciousness that the problem which the Vigilantes were called upon to deal with was due to incivicism. Through them all there runs the singular assumption that by some extraordinary process, which is not clearly described, the criminal element g[illegible] control, and that the only possible way to shake off the incubus was the [illegible] adopted.

Occasionally, there was found in the columns of the papers warring on municipal extravagance and corruption a recognition of the true cause of the insolence of the law-defying class. The charge was made that men who styled themselves good citizens were too busy attending to their own



WILLIAM T. COLEMAN
Leader of Vigilance Committee of 1856.

Criminal Element Not Preponderant in 1856

affairs to bother themselves about those of the community. Although there are no quotable expressions of the belief that the respectable element was numerous enough to beat the disorderly at the polls it must have existed, for it was no infrequent thing for an editor before 1856 to draw upon the affairs with the Hounds in 1851 to support the assumption that all that would be necessary to bring about a change would be to imitate the example of the Vigilance Committee formed in the earlier year. Obviously, a conviction of this sort could not have obtained unless those entertaining it were convinced that the people desirous of law and order were in the majority. And such was the case, as was shown in the sequel. After the lynching of Cora and Casey, a party which concerned itself exclusively with municipal affairs was formed, and its adherents had no trouble in maintaining order at the polls and reducing election irregularities to a minimum.

Too Much Good Nature in Early Days

Perhaps another cause may have operated more potently to prevent good government than is generally suspected by the present generation. There was unquestionably in the early fifties a bonhomie with which we of the present day have little familiarity. The columns of the newspaper press of the fifties teem with evidence of its existence. Throughout their pages there was an astonishing absence of conventionality. Men were spoken of by their first names, and their popularity could be gauged by the friendly touch given by the writers for the press. The prefix "Mr." was often used to suggest that the bearer was just a little too good for San Francisco, while the hearty "Jack" or "Bill," and the caressing "Harry" and "Charlie" conveyed to the reader the idea that there was something genial about those who bore those and similar appellations. One of the most remarkable figures in the early history of San Francisco, it is asserted, was enabled to pull the wool over the eyes of the people for a long time because no one could possibly suspect a man known to every one by his first name, to which the community had prefixed "honest," of being anything else than he was popularly supposed to be.

The Flight of Harry Meiggs

When Harry Meiggs, on the 6th of October, 1854, fled from San Francisco owing about $800,000 the community was astounded. The press shared in the general amazement, for the popularity of the man was so great that no one, least of all the reporters, thought of regarding as singular the fact that he was in such trouble that he was borrowing money at a frightfully high rate of interest; nor does it appear that the commercial and financial editors of the time concerned themselves very greatly respecting the character of the securities offered by him, for, notwithstanding the strong inclination of the newspapers to mix in personal affairs, the fact that he was hawking scrip whose fraudulent character should have been easily detected, he succeeded in imposing a large amount of it upon easy-going lenders of money. Meiggs was a great promoter, and started his meteoric career by an attempt to divert the business of San Francisco from the neighborhood in which it first established itself to North Beach. He was energetic beyond comparison, and from the day when he landed in San Francisco in 1850 he was constantly pushing some enterprise or other. When he conceived the idea of booming North Beach he built a road about the base of Telegraph hill to Clarke's point, where he had invested a considerable sum of money, and constructed a wharf 2000 feet in length from the foot of Powell street, which extended in the direction of Alcatraz island. To forward his project of putting North Beach on the business map he promoted the grading and improvement of many streets in the section he was trying to boom. In pushing through these various undertakings he incurred the heavy obligations which caused his ruin.

Loose Municipal Methods

At the time he was operating, street work was paid for by warrants drawn on the city treasury, which were signed by the Mayor and Controller. In order to facilitate matters and save trouble, the latter official was in the habit of signing entire books of the blank warrants, and he found no difficulty in persuading the city's chief executive to lend his signature in the same loose fashion. One of these books was obtained by Meiggs from the clerk of the Controller, who was a particular friend of the energetic boomer. As there was no money in the street fund at the time, Meiggs experienced no particular difficulty in negotiating the fraudulent warrants, the unsuspicious money lenders not taking the trouble to inquire whether those in whose favor they were drawn had performed the work or whether there was anything due them. It may seem extraordinary to a more cautious race of bankers that the value of the securities was not challenged until the crash came, but the accounts agree that Meiggs' interest account had climbed up to about $30,000 a month before an investigation was made which caused the exposure which he anticipated by his flight. With the aid of his brother, he made his escape on a vessel which landed him in Valparaiso, Chile. It was supposed at the time that he had carried away a large sum of money, but there is no good reason for questioning the statement made by him later that when he reached the South American city he had only $8000, and that before he got a fresh start in life he was reduced to the necessity of pawning his watch.

Harry Meiggs Tries to Come Back

When Meiggs did get a start he soon accumulated a great fortune. The amount of his accumulations was said to be nearly a hundred millions, but that is probably an exaggeration. Whatever the sum, however, he used a part of it to satisfy every creditor in full. Peru, the country in which he operated as a railroad contractor, was not congenial to Meiggs and he experienced a great desire to return to California, and to that end he sought while the Legislature of 1873-74 was in session to have that body pass an act ordering all indictments against him to be dismissed, and forbidding future Grand Juries reopening the cases against him. The proposal met with no adverse criticism and the act passed the Legislature by a practically unanimous vote, but Governor Newton Booth interposed his veto, rebuking the legislators for their complaisance, and pointing out that the act of immunity, if adopted, would be regarded as a scandalous exhibition of deference to wealth as well as an unconstitutional usurpation of power. While the State was saved the disgrace of condoning felony by legislation, the comment of the press shows that the people at large saw nothing extraordinary in the proceeding. It would, however, be a mistake to assume that the community was governed by any other motive than the belief that Harry meant to do no wrong, and that he was the victim of a perfectly laudable ambition to boom a part of the town in whose future he had great faith.

CHAPTER V

THE CALM THAT FOLLOWED THE VIGILANTE STORM OF 1856.

Decent Elements of Society Assume Control of Affairs—The People's Party—Drifting in a Political Sargossa Sea—A Nominating Junta—The People Saved the Trouble of Selecting Candidates—Reduction of Municipal Expenditures in 1857—Bulletin's Advocacy of Pay-as-You-Go Municipal Government—Newspapers Easily Founded—Many Journals Live a Short Life—Limited Circulation of Early Papers—The Contents of a Paper More Important Than the Number of Copies Printed—Per Capita Consumption of Papers Very Small—A Host of Forgotten Once Popular Journals—Newspapers Make a Limited Appeal to Readers—Small Forces Required to Get Out Daily Papers—A Limited Police Force and Scant Information Concerning Crime and Criminals—The Editor and the Field of Honor—Gentle-Minded Men Who Called Each Other Hard Names—The Attention Paid to Dramatic Criticism—Early Boosters of California's Climate—California Spoken of as God's Country.

THE storm is always followed by a calm. When the fury of the Vigilante gale had subsided there was quiet sailing for a long time. It was speedily discovered that the decent elements of the city were greatly in the majority, and that it was only necessary for them to go to the polls on election day and exercise a moderate degree of watchfulness to prevent the abuses which had enabled the disorderly classes to put venal and incompetent men in office. Out of the Vigilante episode there came a municipal party which retained power for many years, and to recur to the nautical metaphor, when it obtained control, it trimmed its sails in such a way that in order to catch the breeze of popularity it steered the municipality into a Sargossa sea of its own creation, in which it drifted about for many years without getting anywhere in particular. This new organization was named the People's party, and there was not the slightest doubt in the minds of its creators that the appellation fitted it perfectly, despite the fact that the people had no other duty imposed on them than that of going to the polls and voting for the candidates put forward by a junta which derived its original authority from the Vigilance Committee and finally converted itself into a self-perpetuating organization.

If the object of government is to achieve the results aimed at by the stable elements of a community, the People's party, called into existence by the desire to do away with corruption and extravagance in the conduct of municipal affairs which had marked the years prior to 1856, must be credited with accomplishing that result. Perhaps a combination of circum-

Municipal Expenditures Cut Down

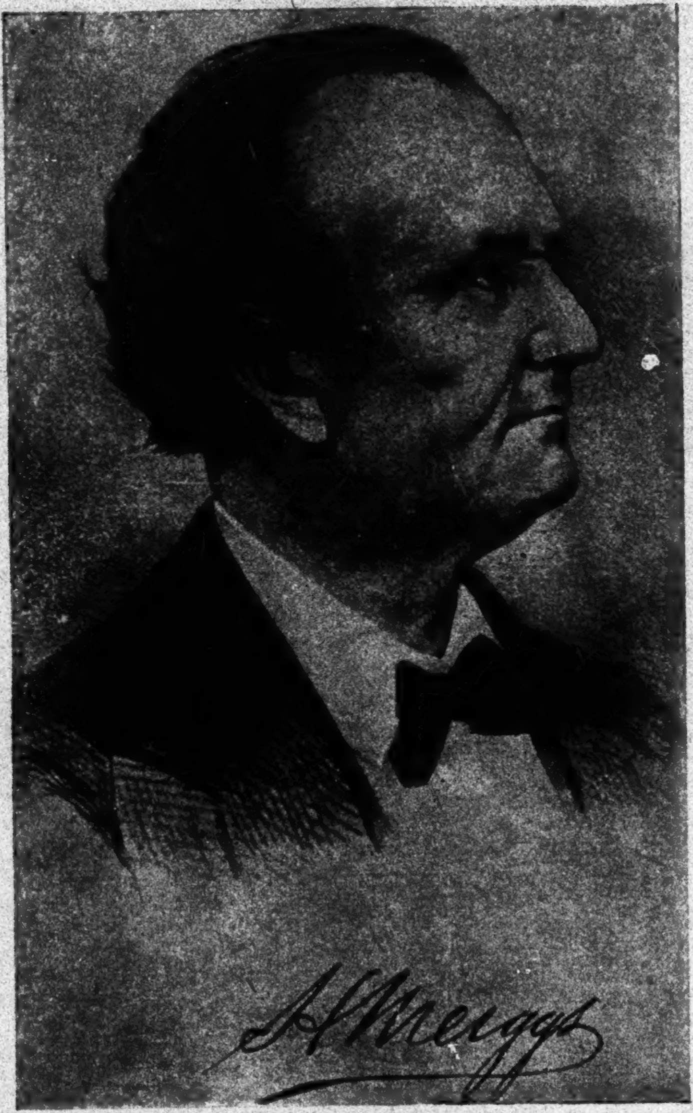
stances assisted in furthering the aims of the promoters of the party, chief among which were the reduction of expenditures and the elimination of the disorderly classes. Eighteen fifty-seven was a year of great financial stress throughout the Union, and, despite the fact that California was still producing gold on a great scale, San Francisco did not escape the effects of the general prostration. Business became very dull and it grew increasingly difficult for the parasites of society who had flocked to the city to maintain themselves. And, as is usually the case, with decreasing prosperity there was decreased insolence on the part of the "swell mob," the designation applied by the press to those who if the police were disposed to ask pertinent questions could not always give a satisfactory account of themselves. The depression would naturally have called for retrenchment, but the inclination harmonized so perfectly with the necessity no effort whatever was required to effect the extraordinary reduction already noted.

A Parsimonious Policy Adopted

Had the condition of affairs produced by this resort to the policy of retrenchment endured for a short period only, it would possess no special interest for the student of civics, but it extended over many years. It therefore becomes an object of inquiry to determine whether the strict pursuit of economy was due to the lessons administered to the extravagant and corruptly inclined by the Vigilance Committee or to the adoption of narrow views concerning the functions of municipal government. A very little research makes it perfectly clear that the latter played by far the biggest part in the course adopted after 1857, and continued during many years. There is no question about the influence exerted by the uprising. It was most salutary, as may be inferred from the tremendous reduction of expenditures for local purposes already quoted. It is inconceivable that the depression of 1857, no matter how severe, could have prompted so great a degree of retrenchment, but the fact that after the recovery from the panic a course bordering on parsimony in dealing with municipal affairs was adopted, suggests what was actually the case that some of the more powerful editorial writers of the period were coming under the domination of the individualistic idea, which was very assertive at the time. The Bulletin exhibited this influence in a marked degree, and its editorial columns teemed with articles in favor of a let-alone policy, so far as collective effort to provide municipal conveniences was concerned, and it was insistent in its advocacy of a pay-as-you-go plan for the city.

Ingrained Fear of Municipal Corruption

San Francisco at the time was sadly in need of many public improvements. It had few small parks, and the idea of an extensive people's pleasure ground had not yet been mooted. Its City Hall was a makeshift affair and its streets were ill-paved and the sidewalks were wretched. A few years earlier the desirability of causing the roadways of the city to be constructed with some regard to its topography was advocated, but, after 1856, considerations of that sort were wholly lost sight of, and the example of rectangularity furnished by one or two cities of the East was blindly imitated. The impression derived from a perusal of many editorials written between the occurrence of the Vigilante uprising and the close of the sixties is that the fear of official corruption had become so ingrained that no one had the courage seriously to propose anything which might reopen



HARRY MEIGGS
One of San Francisco's earliest promoters.

the doors of opportunity to extravagance. It is not impossible that this abstention from discussion might have been produced by absorption in the overshadowing question of the day. It might be assumed that such was the case if the prodigious space devoted to articles on the extension of slavery and cognate subjects were alone considered, but the fact that during the period referred to, side by side with profoundly earnest attempts to solve the greatest of American problems, could be found efforts suggestive of a livelier interest in purely esthetic matters than we find in many modern newspapers.

Newspapers Easily Started

At the time we speak of the newspaper was not developed to any extent outside of the purely practical. It dealt chiefly with everyday affairs and relegated art and literature to odd corners. Very often the apologetic head "Miscellaneous" was placed over a bit of poetry, or a short story, as if the editor was not quite sure that they deserved admission to the columns under his control. Perhaps the explanation of this attitude may be found in the fact that very few persons concerned in the publication of newspapers regarded journalism as a profession. It could hardly be considered such at the time for various reasons, chief among which was the ease with which a newspaper could be called into existence. It has already been told how James King of William started the Bulletin, convinced that such money as he might invest in the enterprise would be lost. Undoubtedly, there were others like him who entertained no hope of profit, but sought to accomplish a purpose in entering the journalistic field. Still others saw an opportunity to make a living, even if the business of publishing held out no promise of great rewards; the latter may be properly inferred from the number of papers called into existence, most of them, however, destined to live only a short life.

Papers of Limited Circulation

The significant feature of the mushroom growth of newspapers in the early days was the facility with which any one possessed by the desire to enter the journalistic arena could achieve his wishes. It required very little capital to create a plant capable of turning out such sheets as were produced during the fifty decade of the nineteenth century. Although the Adams steam power press had been invented as early as 1835, it did not speedily supplant the old-fashioned hand press, and, indeed, there did not seem to be much demand for a machine which would produce a great number of copies, a statement attested by the fact that the paper of greatest circulation in 1856 only boasted the issuance of 3600 copies daily. But the word "boast" is misapplied in this connection. It does not appear that publishers or editors concerned themselves half as much about that phase of the business as they did about what appeared in the columns of the papers printed by them, and they oftener asked themselves what effect this or that article had produced on the community than they did the number of copies issued. Obviously, under such conditions, the relations of the business office and the editorial rooms of newspapers were not the same as at present. Indeed, not infrequently they were so closely associated as to be inseparable, and in not a few cases the owner performed the functions of editor, publisher and reporter, and made them fit in with each other admirably.

It was several years after Hoe built his first rotary press for the Parisian paper La Patrie, in 1848, that machines of that sort were introduced into

Small Capital Invested in Newspapers

this country, and it was not until 1861 that the first practical perfecting press was put up in Cincinnati. It did not achieve a marked success, although 8000 to 10,000 copies of a small sheet, printed on both sides, could be turned out by it in an hour. As late as 1870, American newspaper proprietors were convinced that they would have to resort to England for a rapid printing machine, the success achieved by the Walter press of the London Times having turned attention in that direction. Prior to the adoption of these rapid printing machines, with their accessories of stereotyping plants, engines to provide the power for running them and the later development of the linotype, the starting of a newspaper enterprise did not call for the investment of a very great amount of capital. A hand press, which would turn out five or six hundred papers printed on both sides, a few hundred pounds of type and the cases to contain them, and a number of other essential but not very expensive articles constituted an ample equipment for publishing a journal whose appearance on the street with an article written under high pressure created as big a sensation, relatively, as a modern publication with press facilities capable of producing as many papers in a single hour as could be turned out in a year with the more modest facilities of the papers of the fifties.

Twelve Daily Papers in San Francisco

The comparative ease with which any one so inclined could embark on a newspaper enterprise, owing to the cause indicated, accounts for the large number of dailies and weeklies in San Francisco in the earlier fifties. It is not to be attributed to any extraordinary development of the appetite for news or such literature as was provided at the time. That may readily be inferred from the fact that the combined issues of the twelve dailies that flourished after a fashion in the years preceding 1856 did not exceed 15,000, a per capita consumption ridiculously small when compared with that of the present day, when the demand for newspapers seems insatiable. And this ratio of circulation was not greatly increased in San Francisco until some years after the close of the Civil War, although in the meantime the ability to produce a larger number of copies was facilitated by the introduction of the cylinder presses, operated by steam power, which were capable of printing over 10,000 single sheets an hour. As the city was reasonably prosperous during most of the fifties, and very flourishing throughout the Civil War, the limited circulations of the period must have been due to some other cause than lack of mechanical facilities, and the only one that suggests itself is the failure of the publishers to make their papers generally attractive.

San Francisco's Earliest Newspaper

In this connection, a list of the papers published in San Francisco with the dates of their birth, and, in most instances of their demise, from 1846 to 1859, inclusive, may prove both illuminating and interesting. The first on the list was the Californian, started in Monterey in 1846 and transferred to San Francisco in 1847, to be merged with the California Star, the plant for the production of which was brought to Yerba Buena by Mormon colonists. The merger took place in 1848. In 1849 the Alta California, the Pacific and Prices Current were founded. The Pacific survived two years and Prices Current was able to keep alive a little less than a year. The Alta California, after occupying a leading position during a couple of decades, lost prestige during the seventies, and disappeared in the eighties. In 1850 the Herald was started by John Nugent. It was nearly ruined by its attitude of hostility to the Vigilantes, but managed to survive until 1862. The Public Balance was another of the ephemeral publications of 1850, dying after a sickly existence of about six months. The Evening Picayune, established in the same year, lasted for a brief period only. The California Daily Courier endured for about two years. The birth of the Journal of Commerce dates back to 1850. It is still published, although it suffered an interregnum of two years, but has flourished since its revival, it and the German Demokrat being the only surviving dailies of pioneer days, the latter being first published in 1853. A French paper, Le Californian, was started in 1850. In 1851 the Christian Advocate, still existing, and the Christian Observer made their appearance. The Golden Era, started in 1852, manifested literary tendencies from the start, and in 1854 was converted into a magazine.

More Candidates for Public Favor

In 1852 three other papers also saw the light. The Whig, the Bugle and the Catholic Standard Weekly. The latter ceased publication in 1855, the Bugle was merely a campaign paper. In 1853 there were more new candidates for public favor. The Demokrat, already spoken of, the California Chronicle, the San Francisco Sun and the Commercial Advertiser. The Sun shone until 1857, and then went into obscurity. The Commercial Advertiser ran its career in four years, being absorbed by the Daily Whig in 1857. In 1854 there were several new publications. The Town Talk, afterward named the Times, started in that year, and in 1869 was taken over by the Alta California. The Town Talk, when published as a weekly, essayed illustrations, portraits produced from wood cuts being specially favored, although it occasionally pictured scenes. The California Farmer, established in 1854, was discontinued in 1865. La Chronica, a Spanish paper, started in 1854, dropped out in 1863. The California Mail, started in 1854, had a checkered existence, and finally dropped out of sight in 1878. The Benton Critic was a short-lived journal started in 1854. The Abend Zeitung had its birth in 1854 and was still running after the great conflagration in 1906. In 1855 the Fireman's Journal, afterward the Spirit of the Times, was issued. In the same year the American Daily and the Evening Bulletin began publication. In the following year the True Vigilante was issued. It had a short life, making its exit when the committee conceived that it had finished its work.

Pictorial Weeklies of the Fifties

Sunday Varieties commenced to bid for popular patronage in 1856 and lasted until 1865. A paper called the Daily Globe was started in 1856. In 1858 it changed its title to the National, and lived until the opening year of the Civil War. The Pathfinder, published to advocate Fremont's candidacy for President, was started in the same year. In 1857 the California Register was published. The Athenaeum and California Critic began publication in 1858, and, in the closing year of the decade, the growing popularity of the Police Gazette of New York tempted San Francisco to imitate that publication, and it had a more or less successful career until 1865. This long list of journals has led to some comment hardly justified by the facts. At least one historian has drawn the inference from it that San Franciscans were exceptionally eager for news in the early days, but their appetite, measured by modern standards of consumption, was very small and was easily satisfied by the purveyors, whose facilities would not have permitted them to provide a much greater quantity than they did had the desire for it existed.

Early Papers Made a Limited Appeal

That the patrons of the newspapers of the fifties were dissatisfied with the publications prepared for them might be inferred from the large mortality record, but it is not probable that the many interments in the journalisic graveyards were due to that cause. It is more likely that the development of the reading habit did not keep pace with the increased aspirations for patronage; or, perhaps, it would more exactly represent the fact to state that the public had not acquired the habit of looking to newspapers for their mental pabulum, not at all a surprising circumstance when the motives for producing them are considered. An epitome of the contents of a leading journal of the early fifties has already been given. Anyone who will take the trouble to examine it closely will speedily discover that it appealed to a very limited number of tastes. It almost wholly disregarded all classes excepting those in search of solid information in the shape of news and comment on politics and current happenings.

No Studied Attempt to Attract All Classes

It is not intended to convey the impression that the papers whose names are above quoted confined themselves to the publication of news and editorial comment. They occasionally stepped aside from the straight and narrow path. Not infrequently verse was admitted to the columns of the soberest of the dailies, and sometimes fiction and jokes were permitted to obtrude themselves on the attention of serious readers; but there is no evidence of any studied attempt to attract all classes of the community by presenting matter calculated to interest even those showing a disinclination to be interested. The editor did not have for his motto, "We study to please." He printed such facts as he could conveniently gather without putting forth much effort, and if an unappreciative public refused to buy his paper he ceased to publish it and allowed it to be included in the list of "has beens." It is not to be inferred from this statement that papers published under such conditions did not contain matter that was interesting; the idea sought to be conveyed is that the editor of the fifties did not realize that it is possible to stimulate the disposition to read, and, failing to apprehend that possibility, he only catered for those in whom the desire for news and comment, chiefly political, already existed.

Small Forces Get Out Daily Papers

At the close of 1853, when twelve dailies were published in San Francisco, nine of which were morning and three evening, the entire news gathering force of the dozen, according to an estimate made by a printer whose memory went back to that period, did not exceed nineteen persons. At the same time, there were two tri-weeklies and three weeklies, one Sunday paper and two monthly publications, one of which was devoted to literature and the other appealed to the agricultural element. The same authority who estimated the newsgathering force in 1853 ventured the opinion, which was based on a tolerably intimate acquaintance with the publication business of the years preceding 1856, that less than a hundred and twenty-eight persons were employed in the newspaper offices of San Francisco at any time before the introduction of power presses, and of this number not a few were engaged in job printing, many of the early dailies supplementing the arduous work of getting out a news journal by doing commercial work. As already explained, large forces were not required. The news field in the city was circumscribed. The district to be covered by the reporters was confined to a few blocks. The police and the criminal courts were close together, but the police were so greatly in the minority that they did not interfere seriously with those who were supposed to be under their supervision.

Scant Information Concerning Crime

In 1849 there were only six constables in San Francisco, and no particular anxiety was manifested because of the smallness of the force when the population of the town was increased by the rush of gold hunters to the State, many of whom, after a brief sojourn in the mines, found their way to the bay. This indifference continued during several years and was partly responsible for the necessity of the citizens' organization taking the administration of justice out of the hands of the constituted authorities, as they did in 1851 and again in 1856. It was not until the latter year, when the Consolidation Act, framed by Horace Hawes, was adopted that any considerable increase of the force was made, a fact which explains the paucity of detail concerning crimes recorded in the early dailies. It not infrequently happened that mention of a murder would be made, in which no attempt to ascertain the name of the victim was apparent, and absolutely no suggestion which would help the reader to determine the cause of the crime or to guess who was its perpetrator. But while crimes of this sort were passed over without much comment, barroom brawls, which had no other outcome than a few blows or a bloody nose, were described with some minuteness, especially if the participants happened to be well known.

Vicious Personal Journalism

The publication of divorce news was often accompanied by displays of facetiousness. One or two papers made a feature of recording matrimonial separations without comment, in a department immediately following that devoted to marriages. There was also a marked tendency to deal in innuendo of a sort which would not be tolerated for a moment in a modern daily, and it was more or less fruitful of crimes of revenge. The author of the "Annals of San Francisco" asserted that the work of calumnious writers was responsible for a part of the "sad daily record of murders," and an examination of some of the ambiguous items which none but a person perfectly familiar with the actors whose names and actions were hinted at could understand, furnishes convincing evidence that he did not err in laying the blame for some of the crimes of daily occurrence on the sort of journalism he condemned.

Editors Who Took Themselves Seriously

But the journalism of the early fifties had its virtues as well as its shortcomings. Its editors took themselves seriously, and the public was inclined in many cases to accept them at their own valuation. While they devoted themselves to the elucidation of difficult political problems, many of which offered themselves for solution in those days, they on occasion, like Silas Wegg, dropped into poetry, and some of them were quite as ready to "Decline and Fall," as Dickens' quaint character. Gibbon had a remarkable vogue among the more erudite editors of the fifties, a fact betrayed by frequent quotations, and a marked disposition to find analogies for existing conditions in the pages of his great history. The readers of newspapers at any time during the years between 1849 and 1856 showed no impatience when an editor drew upon the past for comparisons, and there was no resentment aroused by the tendency to give a graceful turn to an idea by rounding out a paragraph with a line or two of verse. Frank Soule, who began his newspaper career as proprietor of the New Orleans Mercury, was as much admired for his poetical work when editor of the California Chronicle as he was for the vigor with which he expressed himself when discussing political subjects.

Plenty of College-Trained Men

There were other editors cast in the same mold as Soule, who also occasionally broke away from the self-imposed limitation of gravity which was thought becoming to the editorial column. It is impossible to escape observation of the fact that the love of literature was constantly seeking an outlet for itself in the daily press, and it is surprising that it never became assertive enough to induce the publishers of the days before the Civil War to anticipate the later development of many-sidedness which has become so conspicuous a feature of modern journalism. There certainly was talent enough, for San Francisco in "the days of gold" was overflowing with college trained men, not a few of whom when they were "down on their luck" showed an inclination for journalism rather than dishwashing or waiting on the table, occupations which men of education when their resources were low found much easier than manual labor, which was much better remunerated than writing for the press, if tradition is at all dependable.

Editors and the Field of Honor

A glance through the files of the daily press of the fifties shows that the rivalry of newspaper editors was intense, and gives point to the assertion of the author of the "Annals of San Francisco" "that they were particularly exposed, not merely to the literary raking fire of antagonists, but to their literal fire as well." Occasionally failing to derive sufficient satisfaction from the opportunity to relieve their feelings by expressing themselves without reserve in the columns of their papers, they would demand the sort of reparation which it was supposed could be obtained only on "the field of honor." There were several such editorial meetings, and some of them had a serious outcome, but as it was incumbent on the craft to maintain its honor no one seriously deprecated the temporary abandonment of the pen for weapons calculated to do more bodily harm if less capable of inflicting mental torture. The practice of dueling fell into desuetude before the close of the Civil War, but long after its termination editors of rival papers in San Francisco continued the impossible effort to settle differences of opinion by calling each other hard names. And, curiously enough, if the stories of those well acquainted with the old-time editors are reliable, it often was the case that the most virulent of these newspaper swashbucklers were mild-mannered gentlemen outside of their sanctums. In the language of James O'Meara, who knew the most of them well, they "would not hurt a cat."

How much of the ferociousness displayed by editors in discussing each other's assumedly weak points was due to the belief that the public liked newspaper scrapping it would be difficult to tell at this late day. When the practice of hurling journalistic stink pots was most in vogue there were few college professors ready to explain the inner workings of a newspaper office, and the editorial mind, so we are forced to rely upon the evidence of the actors in the wordy combats. One of these, in an article published in The Chronicle in 1886, describing the Broderick and Terry duel, declared that the first thing the reader of a newspaper in the early fifties would turn to was the editorial columns to see what mean things were being said about the other editor. If there was an article graphically described as "tearing the hide off the hated rival," or unmasking his "unspeakable villainies," it was pronounced "a hummer," and voted absorbingly interesting. The same authority, however, was inclined to think that on the whole the sober expressions in which governmental policies were analyzed at great length were more admired than "frothy nothings," which hardly concerned those who delivered them with such emphasis.

The Public Liked Journalistic Scrapping

As may well be imagined at a time when much attention was paid to the drama by a public as fond of amusements as the people of San Francisco, criticism occupied a prominent place in the newspapers. It was the boast of the early press that the great artists who visited the city were unanimous in the expression of the opinion that the critics of the San Francisco papers showed a rare discrimination. Perhaps the tribute was deserved, but there is a suspicion that there was an extraordinary development of the appreciative tendency. It may be true that few bad actors visited San Francisco during the fifties, but it is more than likely that the sentiment of hospitality operated to keep the critics from speaking harshly about the performances of artists who had made such a long journey to entertain them. Many of these dramatic criticisms were more noteworthy for their analysis of the play than their estimates of the actors interpreting them, and not a few of them gave evidence that the writers were Shakespearean students. Perhaps the most remarkable peculiarity of this early criticism was the tendency of the critics to indulge in comparison. There is more than one instance of only a passing allusion to the performance of the actor criticized, while the bulk of the article is given up to enthusiastic description of the work of some other artist.

Appreciation of Dramatic Criticism

In the first chapter the fact is mentioned that the boosting habit was inaugurated by a pioneer paper before the rush of the gold hunters began. It was not dropped after their arrival in force. Editors occasionally became tired of discussing such abstruse questions as the origin of the negro, and whether slavery was justified, and touched upon subjects concerning which they could speak with more assurance that the reader would believe that they knew what they were talking about. A favorite topic for leaders was the climate of California. Articles of this sort seemed to breathe a consciousness on the part of the editor that he was addressing himself to people in the old home, a belief which was justified by the well developed practice of mailing papers to friends in the East and in other parts of the world. It was this custom, begun while the gold-hunting fever was at its height, that laid the foundation on which the boosters of Los Angeles later raised their climate superstructure. The pioneer editor was so accustomed to speaking of California as "God's country," and urged the claim so persistently that the world accepted it without dispute.

The Boosting Habit

CHAPTER VI

VARIOUS TROUBLES ON THE EVE OF THE CIVIL WAR.

Effect of Telegraph Construction on Appetite for News—San Francisco Papers Take on a More Newsy Appearance—Backroom Nominations Cheerfully Accepted—An Insistent Demand for Retrenchment—Hot Discussions of Burning Questions—No Doubt Regarding Stand Taken by Editors—David C. Broderick's Career in San Francisco—Broderick's Championship of Free Labor—Loose Views Concerning the Institution of Slavery—Broderick Elected United States Senator—Broderick and Terry Members of Law and Order Party in 1856—Terry Kills Broderick in a Duel—A Forerunner of Evils to Come—Not Much Interest in State Division—San Francisco Not Eager to Become a Capital—All Agreed on Subject of Importance of the Harbor—Frémont's Prophetic Instinct—Maritime Proclivities of Early Press—The Defeat of the Bulkhead Scheme—A Seawall Project Headed Off—Editors Stimulating Agricultural Development—Advocacy of Big Farms—The Mining Industry Regarded as the Premier.

IN HIS "A Senator of the Fifties," Jeremiah Lynch quotes from the diary of an American Navy chaplain the statement that although the discovery of gold was made in January, 1848, the news of the event was not carried to Monterey until the following May. There was a continuous improvement in the matter of the dissemination of news after this period, but the rate of progress was comparatively slow until after the completion of the telegraph line between the Missouri river and San Francisco in October, 1861. The stimulating influence of the desire for war news after that date had the effect of inducing editors to display more activity in gathering intelligence from the interior of the State, and there was a distinct improvement in the appearance of the news columns of the daily papers. The tendency to eliminate all details and get at the nub of the story was beginning to give way to something remotely resembling amplification, and occasionally a disposition was shown to present more than the bare facts. But the journalists of the Civil War time were still dominated by the idea that people cared much more for opinions than facts.

After the subsidence of the passions aroused by the arbitrary action of the Vigilance Committee, there was for a time an eager interest in municipal affairs, which manifested itself in the form of strict attention to the performance of civic duties. Good citizens went to the polls and voted for the ticket framed for them in the secrecy of a back room, and it never occurred to them that they were being deprived of an important prerogative because they had taken no part in making the nominations. Their chief concern seemed to be to get good men to run for office, and they did not ask, or at least did not bother themselves about the manner of their selection. When candidates were put up by the People's party they voted for and elected them, and when the result they aimed to accomplish, namely, the reduction of excessive expenditures, was achieved, they were satisfied. The satisfaction of the majority with the outcome did not, however, have the effect of silencing criticism, and many tart editorials directed against the undemocratic practice of surrendering the right of selection were written.

Assaults on People's Party Junta

It was several years, however, before any impression was made on the community, which had adopted "let well enough alone" as its motto. Cut taxes to the bone, was the demand, and when men were elected who acceded to it, there was no disposition shown by the majority of voters to question the method by which officials so satisfactory in that particular were secured. But much ink and good white paper were consumed in the preparation of scorching articles the purpose of which was to convince the people that they were being deprived of their liberties. The agitation was persistently kept up, and, ultimately, the Legislature, in the session of 1865-66, passed a primary law which for some time was regarded as democratic enough to satisfy the most exacting. The resort to it finally had the effect of procuring for the people a chance to substitute for the men carefully selected by interested taxpayers, determined upon keeping down the rates, candidates who were not always economical, but were ready to promise to pay attention to the rising demand for improvements of various kinds, many of which were mooted but few of which were given a serious thought until some years after the surrender at Appomattox.

Curtailing the Liberty of the People

If there was one thing that distinguished the journalism of San Francisco during the three or four years preceding the firing on Sumter, it was the earnestness of the discussion precipitated by the various events which indicated to the thoughtful that a collision between the North and South was inevitable. The attack by pro-slavery men on Lawrence, Kas., in 1856, and the assault in Congress on Charles Sumner by Brooks in the same year; the Dred Scott decision in October, 1857; the Lecompton convention, held a month later, which adopted a pro-slavery constitution, and the second Lecompton convention in 1858 were all discussed at great length in all their bearings, and sometimes with a virulence which foreshadowed the bitterness of the impending conflict, which some of them seemed inclined to regard as desirable. There was no trimming. The editorials, although often verbose to a degree rarely met with in a modern newspaper, left the reader in no doubt as to where the editor stood and it may be said in passing that the man who subscribed for a paper in those troubled times was governed entirely by the desire to secure a journal with the views of which he was in accord.

Hot Discussions of Great Questions

While the editors of the San Francisco papers at all times between 1857 and the firing on Sumter in 1861 had much to say about national politics, they, not unnaturally, gave especial prominence to those events which touched them most closely. The actions of the Vigilance Committee for

Plenty of Room for Dispute

a long time after the quietus put on the criminal classes by its energetic methods were frequently dwelt upon, and an astonishing amount of space was devoted to determining just at what particular moment an event occurred, or the precise words uttered by some actor in the contest which had for its aim the restoration of order. It is not surprising that these verbal disputes should have arisen, for the prominent persons opposed to the course of the Vigilance Committee claimed to be the champions of "law and order," and doubtless there were many who were firmly convinced that the Vigilantes were a destructive mob. When such a difference of opinion exists there is obviously much room for contention, and it was availed of to the full extent that space permitted.

Career of David C. Broderick

A scarcely less fruitful subject of dispute was the causes that led up to the duel between David C. Broderick and David S. Terry, which proved fatal to the former. The "affair of honor" took place in this city on Monday morning, September 12, 1859, and the circumstances point conclusively to the encounter being the outcome of political rather than personal differences. Broderick was among the first in the rush for gold, but he chose to seek for it in other places than the placers. Although born in Washington, he was a New Yorker and perfectly familiar with the methods of the worst school of politicians of the metropolis, and was not long about putting them in practice in San Francisco. He made money in real estate deals, and his name was mixed up with the unsavory job by which Peter Smith secured a large slice of the water front through the connivance of corrupt municipal officials. It was not charged that he was in the alleged conspiracy, but there is no doubt that he profited by the sales which were contrived with the object of permitting Smith to profit by his cunning manipulation of city warrants. It was also freely asserted that Broderick in his capacity of boss collected large sums of money from candidates for offices, which were supposed to be devoted to promoting the interests of the party, and that he was not backward about taking a commission for his trouble. He also made considerable money in the business of private coinage during the period when the Federal Government was so remiss in its duty that in the midst of an abundance of gold there was no lawful circulating medium, all the gold coin in use in California being struck by individuals without a shadow of authority.

Indeterminate Views of Slavery

There is no reason to doubt that Broderick was sound in sentiment, despite the blemishes upon his character, which were as much the fault of the methods of the time in which he played his part as they were of the defects in his general make up. From the beginning he had identified himself with the cause of free labor, and in the Legislature and out of it, he boldly stuck to his colors. It was one of the anomalies of the politics of the period that men with widely divergent views respecting slavery should be able to work together as members of the same party, a condition of affairs wholly due to the fact that no consciousness of the immorality of the institution had been developed in the rank and file of the American people. The career of Broderick and the arguments of the San Francisco press all through the fifties indicate clearly that such hostility as existed was engendered by self-interest, and that opposition to the extension of slavery, except that dis-

DAVID S. TERRY DAVID C. BRODERICK

Principals in a duel of the fifties

played by a few extremists, was wholly regarded from the standpoint of expediency. A man might be a "free soiler" and resent with indignation the imputation that he shared the ideas of the small band of abolitionists who were giving Southern statesmen so much concern.

Broderick Elected United States Senator

Thus it happened that Broderick, although constantly interfering with the plans of the Southern contingent in California, who never lost sight of the desirability of attaching the Golden State to their cause, was able to have himself elected United States Senator at a period when the situation was becoming extremely acute, and when the slaveholding oligarchy was leaving no stone unturned in its efforts to secure absolute control of the legislative as well as the administrative branches of the Federal Government. It was said of Broderick after his election that his success, notwithstanding the tension, was a personal success, and that legislators voted for him because he was Broderick and not particularly because they shared his views concerning the burning question of the day. Whether this correctly describes the situation or not, it is a fact that when he began to make his attacks on Buchanan he quickly became the idol of that element in the community which viewed with disgust and suspicion the encroachments of the Federal brigade, composed as it was of office seekers from the region south of the so-called Mason and Dixon's line, at the same time that he incurred the emity of the Southerners, who realized that he would prove a formidable obstacle to the carrying out of plans mediated by them.

David S. Terry and Broderick

It was assumed by some that David S. Terry was chosen as the instrument to remove Broderick, but it is more than likely that he required no other inspiration than that of an intolerant dislike of opposition to the extension of slavery. Terry came from Texas to California in 1849 as a mounted ranger. He engaged in the practice of the law and was elected Associate Justice of the Supreme Court on the Native American ticket in 1855. Before that event, he had come in conflict with Broderick, opposing him in the convention of 1854. During the trying Vigilante times Terry arrayed himself on the side of the Law and Order party, and was perilously near sharing the fate of Cora and Casey, being arrested at the instance of the committee and tried for resisting its officials, one of whom he cut with a bowie knife while in the act of serving a summons whose validity Terry would not recognize. Broderick was also in sympathy with the Law and Order party, and afterward remarked bitterly that he had paid a newspaper $200 a week to defend Terry's cause when he was being tried by the Vigilante Committee, which deemed it expedient to refrain from carrying out the desire of the section of the organization favoring what it called "a clean sweep." The fact that the two were on the same side in the Vigilante uprising cannot be taken as evidence that they were in political accord; nor is it to be regarded as pointing to either of them sympathizing with the criminal element.

The fact seems to be that Terry hated Broderick with all the vehemence of an intensely intolerant man. Terry was a Southerner of the sort who made a fetich of their section. He looked upon any one planting himself in the path of Southern desires as an enemy. Among his friends he was reputed to be kind-hearted, but he had acquired the habit of speaking cyn-

Terry Kills Broderick in a Duel

ically of those whom he antagonized. In the course of a speech made by him he referred to Broderick as a follower of "the black Douglass, whose name is Frederick and not Stephen." Broderick resented the coarse sarcasm, and remarked in the hearing of some one who carried the tale to Terry, that he once considered the latter as the only honest man on the Supreme bench, "but now I take it all back." It was two months after the remark was made before Terry demanded satisfaction. The meeting took place and Broderick fell at the first shot. Stories were told and believed that the pistol used by the Senator was "quick on the trigger," and that he had no chance for his life, but it is not likely that they were true. Terry was not a coward nor a murderer; he, as well as his victim, were the product of unsettled times in which passion rather than reason swayed, and they must be judged by the standards of that period and not those of our own day. Terry was placed under arrest in San Francisco and charged with the crime, but the case was transferred to another county and he was acquitted.

A Forerunner of What Was to Come

Broderick was not the only victim of the political tension of the late fifties, but the conspicuousness of his position caused his encounter to be more discussed than any other occurrence in San Francisco, with the exception, perhaps, of the Vigilante episode. It was remarked by Editor James O'Meara, who sometime in the eighties wrote a series of articles about pioneer days, that the quantity of matter written about the Broderick and Terry duel would have filled a big library if it had all been gathered. That the affair should have been productive of so much comment is not at all singular, for the men who wrote about it realized that the tragedy was a forerunner of what was to come, and almost unconsciously they invested it with its real importance, many of them treating it as if it were a national event, as, indeed, it was in more senses than the narrow one that it attracted and startled the whole Nation. The historian seeking to gain an insight into the minds of men in the closing year of the fifty decade of the nineteenth century can find plenty of material in the diverse opinions of the San Francisco editors which found expression in the endless stream of articles, written not so much to prove that Terry was right or wrong, as they were to establish the justice of the cause they advocated.

The Question of State Division

It might be inferred from this comment that the San Francisco editors were prone to make much of an event because they wrote with facility, but an examination of their editorial columns would not justify such a conclusion. There were some subjects to which an unlimited quantity of space was accorded, but others to which a later generation, under changed circumstances, has attached a good deal of importance were dismissed very cavalierly. Among these was the question of State division. On the 19th of April, 1859, the Legislature passed a State division measure which would have permitted the six southern counties of the State to separate themselves from the north. It would be difficult to divine from the limited degree of attention accorded to the proposal whether any concern was felt by the people of San Francisco over the prospects of separation. On the whole, the calmness of treatment suggests that San Franciscans would not have bothered themselves if the secession had taken place, and, perhaps, the indifference shown by the metropolitan press was responsible for the failure of the proposition to advance further than to the permissory stage.

San Francisco Not Eager to Become a Capital

This attitude of indifference was not confined to the matter of State division. In 1860, owing to the flooding of Sacramento, the Legislature, then in session, adjourned to San Francisco. The necessity imposed on the solons of leaving the capital city started a removal movement. It reached the stage of an offer of $150,000 to be used for the construction of a new capital, and of any one of the city's public squares but the Plaza for a building plot. The suggestion, while not ignored, was so quietly treated by the press as to create the impression that the editors were convinced that neither city nor the State at large would be benefited by the location of the capital in a great seaport. Such discussion as there was of the subject was on a tolerably high plane, and only a few articles permeated with the booster spirit appeared. Whether the press affected an indifference it did not feel could not be told from the tone of the few articles published. It is unlikely, however, that there was any affectation. The position assumed was very like that taken when the question of capital location first came up in 1850. No effort to secure the honor so eagerly sought by other places was made by San Francisco, which planted itself on the proposition that the future greatness of the city would depend on the commerce of the bay, which it was thought would accomplish wonders without adventitious aid.

A Subject on Which There Was Agreement

There was one subject on which the press of San Francisco was in complete accord at all times, and that was the importance of the harbor. There was much written about the development of commerce through the instrumentality of convenient ports for the handling of the products of the country, and the reception of the exchangeable productions of foreign countries. Although the talk of a railroad which would connect the Atlantic and the Pacific began very shortly after the gold discovery, the minds of men naturally reverted to things with which they were familiar. In 1849 railroads were not numerous in tolerably well peopled regions, and there was then no conception of their possibilities as a transportation factor which can now be regarded without amusement. The ideas concerning them were as hazy as those which might have been excited by the quotation of Puck's promise to put a girdle about the earth in forty minutes. The first legislation purporting to regulate freight and passenger rates shows this plainly, as it permitted charges which would have been absolutely prohibitory. But there was no such uncertainty concerning ocean transportation. Men knew what had been accomplished through its agency. It was not at all strange that Fremont should have christened the entrance to the bay Chrysopolae. When he surveyed the broad waters of a harbor whose extent rivals that of an inland sea his mind reverted to the glories of ancient Byzantium, and he pictured a stream of commerce flowing through the "Golden Gate" which would enrich those who handled it, and the gold hunters who translated his Greek appellation into plain English shared his views, and their descendants have never wavered in their adherence to them.

It is sometimes assumed that this belief has been entertained at the expense of a more speedy rate of progress which might have been attained had San Francisco not been so wedded to her harbor. But it would have been difficult to convince those who as early as 1856 pinned their faith to

The Union of Two Oceans

the desirability of uniting the Atlantic and Pacific by means of a canal that they were in error. This project might have been achieved long before the completion of the first overland railroad, an event which did not occur until 1869, had not the intrigues of a rival of Commodore Vanderbilt, carried through with the aid of Filibuster Walker, frustrated the plans of the Accessory Transit Company, which had obtained a concession to cut a canal through Nicaragua. But the failure of the plan in those early days was powerless to destroy the belief that the destinies of great cities are determined by their proximity to vast bodies of navigable waters, which, though apparently separating them from other countries, actually make them neighbors to the whole world. Although the thought of uniting the two oceans had its birth when Balboa first saw the Pacific, it was the abiding faith of the people of San Francisco who had the first really practical conception of a scheme of canalizing Nicaragua, which kept alive the idea which has been achieved after sixty years of patient waiting.

Maritime Proclivities of Early Press

It is not strange that a people bold enough to conceive the possibility of cutting a canal from ocean to ocean should have set much store by the commerce borne on their waters. If one were seeking for distinguishing peculiarities in the early press of San Francisco he would find much evidence of its permeation by the maritime spirit. It glorified the exploits of its first wharf builders. Not a little of the popularity of Harry Meiggs was due to the admiration excited by his enterprise in constructing the long pier extending into the bay which bore his name for many years, and it was not difficult for the poetically inclined editor to find a resemblance to the canals of Venice and a presage of the future greatness of the port in the vigor with which the cove of Yerba Buena was converted into dry land, thus bringing ship and merchant closer together. The breeziness of the salty deep is discovered in the commercial columns of San Francisco's first newspapers, and not a little of the best information we have of the life of the people is found in that department of the daily journals. It is to that part of the paper one turns with interest because in the very succinct but often glowing descriptions of the performances of the clipper ships we get a glimpse of that love of the sea which seems to have taken possession of so many who found their way to California in pioneer days.

Reports of Clipper Ship Exploits

Those were the days of long distance races in which the contestants performed their feats of swiftness without the stimulus which the knowledge of a rival's position imparts. In 18[illegible]2 seventy-two clipper ships entered the harbor of San Francisco, their average passage from New York to San Francisco being 125 days. The Flying Cloud held the record, covering the distance between the Atlantic and Pacific ports in eighty-nine days. The departure of these vessels which usually sailed between the ports of New York or Boston and San Francisco was known to the citizens of the latter city, who did not, in the case of favorites, need to be told when they were sighted by the Telegraph Hill lookout how many days they had been out. Nor did readers need to be told, as they were in the succinct accounts of the nautical reporter, who sailed the gallant craft, for they knew their names as well as the modern baseball fan does those of the favorites of the diamond. That one realizes at once who notices the intimate touch of the water front writer, who employed his nautical terms in the full assurance that those who read what he wrote would not be bewildered by his technicalities, nor surprised that he should become poetical in describing the majestic appearance of a clipper as she came through the Golden Gate with all her canvas drawing.

A Raid on the Water Front

If the attempt were made to judge the interest of San Franciscans in public and private affairs in the fifty decade by the amount of space devoted to their discussion in the press, it would undoubtedly be found that the average citizen regarded questions concerning the future of the harbor as next in importance to the engrossing topic of the aggressions of the advocates of the extension of slavery. The editorial columns of the earlier years teemed with articles touching the disposition of the lands on the water front. It is true that many of them were woefully indicative of an earnest effort to lock the stable door after the horse had been stolen, but they bore evidence that the stable was still regarded as valuable even if the steed had been feloniously appropriated. The great hubbub raised over the unscrupulous disposal of water front lands was fully equaled by the commotion produced by the attempt to change the bulkhead line. An act of the Legislature, passed in 1851, was supposed to have permanently established the line beyond which wharves might not be extended, but in 1853, undoubtedly instigated by San Francisco political jobbers, an interior member introduced a bill having for its object the extension of the line beyond the survey originally made under the earlier act. The bait offered to the country member by the schemers was the promise of part of the money which would be derived from selling the 600-foot extension into the bay, but the real purpose was to give the holders of Peter Smith scrip lands a valid claim on their purchases to which the city could give no title because it possessed no proprietary interests beyond the red line laid down on an earlier map.

A Falsely Accused Editor

The denunciation of the project was so fierce that members elected to the lower house from San Francisco resigned because they had lost the confidence of the community represented by them. Charges of corruption were freely made, and the alleged lobbyists retorted on the newspaper editors with personalities. In a speech made in Sacramento while the excitement ran high a lawyer denounced a writer, who afterward attained prominence as a reformer, as "a liar who lied by day, and lied by night and lied for the lust of lying." This onslaught proved ineffective; the antagonists of the bulkhead scheme were victorious. At one stage in the legislative game it promised to go through with a hurrah, the then Governor, Bigler, being committed to the project, and defending his attitude by asserting the need of the State for the revenues that would be derived from the sale of the 600-foot strip along the entire water front. Although the Assembly passed the bill by a large majority, it was defeated in the Senate by the casting vote of the Lieutenant-Governor, who earned fame by breaking the tie and recording himself as against the measure of spoliation. It is one of the anomalies of public accusation that the rhetorical effort directed against the editor by the lawyer was frequently revived in after years and apparently accepted as truthful by people who refused to take the trouble to learn, as they might easily have done, that the editor had spoken the truth and that his accuser was the liar.

The defeat of the bulkhead scheme was conceded by all critical pioneers to be due to the vigorous opposition of the press, and, after the excitement had subsided sufficiently to permit a calm review of the affair, it was agreed on all hands that a great disgrace had been averted, an opinion in which the modern investigator will concur. It is not so certain, however, that another project opposed with nearly as much vigor as the bulkhead extension job deserved the bad name which the press bestowed upon the enterprise. In 1860 the San Francisco Dock and Wharf Company offered to build a stone bulkhead along the entire water front, conditional upon the corporation being permitted to charge shipping for the use of the facilities which were to be provided. A great outcry was raised, and strong arguments appeared in the daily press pointing out the danger of monopoly. It was admitted that the State would have the right to regulate charges, and thus protect those who through necessity were obliged to use the wharves from extortion, but abundant reasons were advanced against trusting to such doubtful protection. They proved cogent enough to defeat the enterprise.

Opposition to Securing a Seawall

Fifty-four years have elapsed since the offer was made, and it may be interesting to consider what would have been the result had the San Francisco Dock Company been permitted to construct the stone bulkhead. Under the terms of the grant asked for, at the expiration of fifty years the bulkhead would have become the property of the State. There is every reason for believing that the enterprise would have been vigorously prosecuted had the concession been granted. The corporation showed its constructive ability in digging a graving dock out of the solid rock at Hunter's point, a business enterprise which has been conducted with ability, and apparently to the satisfaction of the interests served. We may, therefore, assume that the bulkhead would have been built, and that in 1910 it would have become the property of the State. In the meantime what has happened? Instead of securing a stone bulkhead, we are still making feeble efforts to provide a seawall, an undertaking begun on paper in 1863, but not actually commenced until 1867, and still a long way from completion. Meanwhile, shipping entering the harbor and using the facilities provided by the State has annually contributed an amount of revenue which would have satisfied the demand of the most avaricious corporation, as it would have provided sufficient income to pay a handsome profit on any sum likely to have been invested in the construction of the stone bulkhead.

A Neglected Opportunity

It cannot be said that the press manifested the same lively interest in other matters as vitally affecting the growth of the city as they did in the safeguarding of the port. After the passage of the Consolidation Act in 1856, the people seemed to have settled down to the conviction that it completely answered the requirements of a growing community. The measure bristled with prohibitions, but, as the fetters were self-imposed, those who wore them did not chafe under the restraint. They were kept from doing so by the constant insistence of the guiding element that the really essential thing in a city is to keep down the tax rate. The acceptance of this view proved an obstacle to public improvements. Years before the upheaval in 1856 fault had been found with the tendency of the people of

No Demand for Public Improvements

San Francisco to ignore the desirability of public breathing places. There was no improvement in this regard until some years after the close of the Civil War. Prior to the outbreak of hostilities, there was an easy acceptance of existing conditions. If there was any disappointment felt over the fact that the census of 1860 showed a population of only 56,802, it was concealed under an affectation of the belief that it was really marvelous that a place which only a dozen years earlier was a sleepy village of less than 500 souls had become in so short a space of time a bustling city with all the modern conveniences; by which the writers meant to convey the fact that the inhabitants were provided with gas and water and a make-shift sewerage system while studiedly refraining from dwelling on such drawbacks as bad streets, inadequate public buildings and pleasure grounds and other contrivances contributing to the comfort of urban life.

The City Press and the Farmer

It could hardly be said that the city vegetated during the years between 1857 and 1861, even though public improvements were neglected. Its trade flourished after the depression of the first named year had passed away, and there were great hopes built on the promise of the development of the agricultural resources of the State. These were not greatly diversified at the time, but editors surveying the advances made between 1850 and 1860 found a subject for felicitation in the increase of farms from 872 in the first named year to 18,726 in the latter, and in the enlargement of the area of improved land from 4,333,614 acres to 6,385,724 acres. The fact that farm products of the census year were valued at $48,726,804 was dwelt upon with pride and predictions of a great future expansion were freely made. There does not appear to have been any perception of the horticultural possibilities of California, although the editors were alive to the fact that California could produce excellent fruit. Indeed, the papers were in the habit of claiming that California fruits were unrivaled, but few ventured to go further than to suggest that envious Easterners would do well to come to the Coast if they really wished to enjoy the delights of life. They had no idea of the mountain going to the consuming Mohammed, as it does at present; when they thought of exports they had in mind wheat and flour, of which the equivalent of 558,546 centals were shipped from San Francisco in 1860, giving rise to dreams of a great future for that cereal, which were realized a couple of decades later by exports aggregating nearly 25,000,000 centals.

Advocacy of Big Farms

The satisfaction experienced through contemplation of the agricultural possibilities of the State was somewhat weakened by the apprehension felt by some that the disposition to hold intact the large Spanish and Mexican land grants would interfere with the settlement of the most fertile tracts by an industrious population; but singularly enough the same papers which dwelt with emphasis on the desirability of dividing the land into small tracts, could find space to discuss with approbation views inimical to minute subdivision which found expression in the writings of the foremost sociological writers of the period, and a few editorials may be found in which the idea is advanced that a happy and prosperous farming community can only be created by affording men a chance to work a large piece of land, 160 acres being pronounced the minimum requirement of a farmer who wished to be truly comfortable. Discussions of this character were not uncommon in the city press of the fifties, and the interest manifested in agricultural development was only second to that with which the mining outlook was considered.

The Press and the Mining Industry

Mining throughout the fifties was regarded as the mainstay of San Francisco. Although the enormous output of 1852 of over $81,000,000 had fallen to a little more than half that sum in the closing year of the decade, the attitude toward the industry remained nearly the same as during the days of the gold rush. Occasionally, the writers who regularly reviewed the conditions in the mining region ventured to suggest that the industry must lose in importance, but various circumstances contributed to the deep-seated impression that there would always be enough of the precious metals mined in California to enable mineral production to keep its premier position. This opinion was seemingly justified by the discovery and opening of quartz mines in this and the neighboring State of Nevada. The celebrated Comstock lode had been discovered, and its argentiferous quality ascertained as early as 1853, but it was not until 1859 that the richness of the discovery became generally known, when a rush to the new mines took place which rivaled those to the Frazer river and the Klamath black sand beach diggings. The discoveries in Nevada outranked in importance any made outside of the boundaries of the State, and strengthened the conviction that mining would always be California's dependable industry, an opinion which did not yield until the break up of the great landed estates caused a diversified agriculture to usurp first place.

CHAPTER VII

JOURNALISTIC METHODS OF THE LATE FIFTIES AND EARLY SIXTIES.

A Long List of Defunct Newspapers—Papers Conducted to Forward Political Aspirations of Owners—Wires Sparingly Used in Early Days—Use of Italics in Early Days—The Tyranny of the Composition Room—The Day When Many Jobs Were Performed by One Person—When Big Type Was Frowned Upon—Effects of the Cheapening of White Paper—The Big Increase of Price During the Civil War—Early Day Reporting Criticised—Not Many Trained Reporters—Editors Guess What Reporters Fail to Discover—Facts Carefully Concealed by Papers—The Press and the Slavery Question on the Outbreak of the War—A Minister Who Would Not Pray for the President—Few Editors Called to an Accounting for Their Proclivities—A Civil War Fighting Editor—Newspaper Offices Gutted When Lincoln Was Assassinated—Adherence of California to Gold Money—The Specific Contract Legislation—Influence Exerted by the Press to Promote Honest Monetary Dealing.

THE most of the daily and weekly publications of San Francisco started during the fifties had passed out of existence before Sumter was fired upon in April, 1861, but there was a formidable list of survivors of all shades of opinion still bidding for public favor. The fortunes of some of the latter had suffered greatly through a tendency to run counter to the desire for better municipal conditions, notably the Herald, which lost the bulk of its advertising patronage after the shooting of James King of William by Casey. It was nearly ruined, but managed to keep alive until 1862, when it finally collapsed because its Southern supporters had taken themselves to regions where secession was more popular than in San Francisco.

A Long List of Defunct Journals

Included in the number of the departed journals were several whose editors had enjoyed a transitory popularity, and others which the records and the evidence of the papers themselves suggest had no excuse for continued existence. The long mortality report embraces the California Star, San Francisco's first paper; the Pacific, which ran its course in a couple of years; Prices Current, still more ephemeral, lasting only a year; the Public Balance, with a life of six months to its credit; the Evening Picayune, the California Daily Courier, La Californian, which catered in a literary way for the very considerable French colony of early days; the Benton Critic, the American Daily, the True Californian, which supported all the policies of the Vigilance Committee and had the reputation of being edited under its auspices; the Daily Globe; the Pathfinder, started in 1856 to boom Fremont's candidacy for the Presidency; the Golden Era, the first literary paper; the Whig and the Catholic Standard Weekly; the Bugle, a campaign paper; the California Chronicle, the Commercial Advertiser and the California Register.

All Their Eggs in One Basket

This extended death record might convey the impression that San Francisco was a bad place for newspapers in the early days, if it were not for the fact that the survivals were numerous enough to give assurance that newspaper readers were by no means deprived of the opportunity to exercise a choice of policies, for they reflected all shades of opinion. Nor does the fact that several other papers entered the contest for favor while the Civil War was in progress dispute the accuracy of this assertion. That merely emphasizes an opinion, expressed elsewhere, that the affections of San Franciscans in the early stages of the growth of the city were not long fixed on any particular object, and that publishers, as a consequence, were compelled to keep in accord with their following or pay the penalty. This disposition, and the fact that the disappearing journals put all their eggs in one basket, not having acquired the modern method of holding readers by various devices, explains the excessive mortality above noted, and the further fact that most of the papers which weathered the storms of the fifties and lived well into the two later decades have since gone on the scrap heap.

On the Eve of the Civil War

The resident of San Francisco in this exposition year, familiar with the public journals of the city, who will take the trouble to scan the list of papers surviving the fifties, will note that few of them have attained to the dignity of a jubilee. The Alta California, founded in 1849, was run with varying success until the nineties, when it was compelled to succumb to a steady loss of patronage which followed the acceptance of the opinion that its owner, a man of wealth, had acquired it to advance his personal fortunes. As is usual in such cases, the news side of the paper was neglected, everything being subordinated to the object for which the paper was published. Perhaps the fact that it was forced to turn a political somersault contributed to the result. The Herald, driven out of existence by the Bulletin, scarcely heard the first guns of the Rebellion. The Fireman's Journal, afterward the Spirit of the Times, had the distinction for a while of being San Francisco's only sporting paper. It ceased publication some time after the death of its founder, Marcus D. Boruck, who, like many of the early editors, was as much politician as journalist. The Call, established by a group of printers in 1856, was purchased by M. H. de Young in 1913 and ceased publication as a morning daily. The Sunday Varieties endured until 1865. It and the Police Gazette, which died in the same year, furnished publications which met a want that seemed tolerably persistent in the days before a better class of weekly papers made their appearance. Of the long list, only the Bulletin, the German Demokrat and the Abend Zeitung of the daily publications have endured to the present day. The Daily Times, which began as the Town Talk, was merged with the Alta in 1869, and the California Mail, started in 1876, received its quietus at the hands of an Englishman named Dalzell, who married the actress Dickey Lingard. Dalzell sought to make the Mail brilliantly sensational and was meeting with measurable success until he made the error of converting his journal into an advocate of the candidacy of a Democratic aspirant for the United

States Senatorship, who withdrew his helping hand when scandalously beaten in the race.

Wires Sparingly Used

It cannot truthfully be said that there was a great improvement in journalistic methods after the opening of the overland telegraph in 1861. Although theoretically, the metropolis of the Pacific Coast was put in close touch with the East, the wires were used so sparingly for the transmission of intelligence the city remained as provincial as in the days when the steamers and the pony express supplied editors with the bulk of their copy. But there was a distinct improvement in the appearance of the newspaper, which became more formidable in size, the number of columns of the more prosperous journals being increased, but the four-page paper remained the favorite form. In the advertising columns, and in those parts of the paper devoted to news and miscellaneous reading large type was eschewed. The editorial columns were helped out by the use of a larger faced type, but that was more for the purpose of enhancing the dignity of the utterances of the man on the tripod than to a desire to spare the eyes of readers or to emphasize the subject matter. The latter result was secured by a liberal use of italics, the employment of which in great quantity was supposed to stamp an editorial as a forcible expression of opinion.

The Tyranny of the Printer

Those were the days in which the composition room had more to do with the make up of a daily paper than it has at present. The printer had his ideals and he succeeded in imposing them upon the editor. During the fifties, sixties and seventies there was little difference of opinion inside or outside newspaper offices respecting typography. The advertiser was apt to accept without challenge the judgment of the foreman, who was convinced that big display type was a blemish. There was a saying current in newspaper offices that it was impossible to make a nonpareil paper with long primer type, and when the printer employed the term nonpareil in this connection he had in mind the definition of the word and attached to it its full meaning. A knowledge of this fact will help the reader to understand what the author of "The Story of the Files" means when she said that the community was startled by the appearance of an editorial paragraph in the American Flag "set up entirely in caps." We have no detailed information respecting the trouble brought upon himself by the innovating editor, Calvin B. McDonald, who was nicknamed "the thunderer," but it is safe to assume that the most savage of the arraignments of Copperheads for which he was famous in his day provoked less startled surprise than this departure from journalistic precedent.

Printer, Publisher and Editor Combined

A comparison of the typography of the years now under discussion with that of the present day discloses a change which was so gradually effected that few editors could tell when and how it came about. The variation is all the more remarkable because it synchronizes with the growth of the power and influence of the typographical unions and the expansion of the use of machinery in the production of newspapers. It really amounted to a complete abdication of the privilege which the printer once exercised of dictating how the paper should be made up. As a matter of fact, it did not constitute a usurpation on the part of the printer, it was rather a crystallization of a practice which had its beginning when newspapers first came into existence, because, as often as otherwise, the printer, the publisher and the editor were combined in one person. It is not necessary to go back to the infancy of journalism to find instances of such a combination. San Francisco furnishes several. Not a few of its early papers were established by men whose knowledge of the "art preservative of all arts" was gained before the ambition to fill the editorial chair took possession of them, and there are many cases of printers uniting for the purpose of starting papers which achieved success. The Morning Call owed its start to the action of several printers who united their fortunes for that purpose. It is true that they lost control after the paper had gained importance, but they left their traditions, which were closely adhered to for many years.

The Day of Small Type

If the editors of the fifties and the sixties could have foreseen the changes which a half a century would bring about they would have wondered why they should occur. It would have been difficult to convince them that a statement made in type three or four inches in length could carry more weight than one printed in nonpareil or agate. Their own experience taught them that violent sensations could be produced by language expressed in the minutest of characters. They could not have been persuaded that a generation would follow them which would become so accustomed to loud type that it would lose the ability to comprehend anything modestly stated. Advertisers who had preserved some idea of relativity would have been equally surprised if they could have peered into the future and seen the devices resorted to by their successors to attract attention, but they would probably have divined much more quickly than the editor why it is necessary to shout very loud if one desires to be heard above a bedlam of voices. Being gifted with discernment, the advertisers of the days we are speaking of were content to proclaim their wares in moderate terms and type, and they doubtless carried as much conviction as the bigger type and greater space employed in 1915.

Whitelaw Reid's Idea of the Paper of the Future

In the early sixties, there was much less talk about journalism by newspaper men than there is at present. It is true that there were fewer in the business, which at that time was not conceded to be a profession. It is probable, however, that a consensus of editorial opinion in San Francisco at any time in the sixties would have been in accord with that later expressed by Whitelaw Reid in an address delivered at Xenia, Ohio, in which he pictured the newspaper of the future as a sheet in which the advertiser would be a negligible quantity, and, therefore, small and convenient to handle. It would be written by Macaulays, with the faculty of observation highly trained, and well enough equipped in a literary way to tell a story as interestingly as the gifted English historian. When the editor of the New York Tribune indulged in this surmise he had no vision of the linotype, and the wonderful effect it would have upon the production of newspapers, and he must have been influenced by the high price of paper which obtained during the war and down to the time when the process of manufacturing from wood pulp was perfected. Up to the middle of the nineteenth century the paper employed in bookmaking and for printing newspapers was made of rags, and, while machinery had been employed as early as 1803, no very marked results in the way of cheapening were effected until after 1853, when a machine was invented by a Frenchman which paved the way to supplanting the hand-made product.

Adherence to Policies

On the eve of the Civil War, the effects of the improvement in the manufacture of paper were beginning to be felt in reduced prices. It does not appear, however, that the reduction operated as a stimulus to the production of larger papers during the ante bellum period. The rivalry between publishers took another form than that of trying to outdo each other in the size of their issues. As a matter of fact, it was largely confined to bidding for favor by adherence to a policy. The competing journals were apparently satisfied to operate in the fields which they had created for themselves by the expression of political or other opinions. As already stated, the Bulletin, after the adoption of the Consolidation Act, became the exponent of extreme ideas of individualism and economy. The Alta's free soil proclivities were maintained under the management of Fred MacCrellish. The Call, which came into the possession of Pickering, Fitch and Simonton after its foundation by a number of printers in 1856, endeavored to occupy a neutral position, seeking the favor of all classes and succeeded to such an extent that before the end of the sixty decade it undoubtedly had a greater circulation than any of its competitors.

High Priced Paper During the Civil War

If any disposition had existed to break away from the stereotyped four-page issues of the fifties it would have been checked by the sudden rise of the price of paper which followed the outbreak of hostilities between the North and South. The advance was not confined to San Francisco. In all parts of the East publishers found it necessary to advance their subscription rates, but such a course was not imposed on San Francisco papers because their charges to subscribers were high enough to bear the increase. But there was no temptation between 1861 and 1865 to increase the cost of newspaper production by the process of enlargement or by engaging in enterprises which involved the expenditure of extraordinary sums of money. It is not surprising that this should have been the case. With the best intentions, publishers compelled to pay 13½ cents a pound for printing paper would not be encouraged to put forth blanket sheets such as those issued by all the great metropolitan dailies of the twentieth century. This high cost was not maintained at all times between the years named, but it remained at a very high average during the entire period, and for many years afterward it was sold at a figure calculated to deter even the enterprising publisher from thoughts of giving his patrons more for their money.

Reporting in Early Days

It has been said that the art of reporting was not highly developed during the fifties, and that statement could be applied with equal truthfulness to the decade following, and especially to the reporting for the journals which appeared to have established themselves in the public favor. In 1887, George E. Barnes, who was then writing for the Morning Call, indulged in some retrospective descriptive suggested by the sight of a copy of that publication produced thirty years earlier. He said: "Speaking of the reportorial work as it appears in this minute specimen of journalism, it must be conceded that it is beneath contempt. Reporters and the material worthy of reporting were scarce in those days. There were Father Taylor, Ned Knight, Huffner, George Dawson, Urmy, Cremony, Manny Noah, Living-stone, Hittell and one or two others on the larger papers, and a good deal of the reporting when the people began to weary of bald fact was much in the style of the reporter described by Butler. * * True or false, it is all one to him. * * He is little concerned whether it is good or bad, for that does not make it more or less news, and if there is any difference he loves the bad best, because it is said to come soonest." Barnes thought this condition of affairs was happily past when he wrote in 1887. Time and population had cured all the defects and journalism was on a high plane, and "from a mere parasite, gambler or censurer, the editor has come to be as Napoleon the First said, 'a giver of advice, a regent of sovereigns, a tutor of nations.'"

The Poverty of News

It does not appear that this lofty plane was reached during the years while the Civil War was in progress. The reporting throughout the sixties was not sufficiently bettered to make improvement visible. The reporters were built on the same lines as those described by Barnes, and many of them were survivals from the earlier day. Under some circumstances, it might be supposed that apparent dullness was due to enforced brevity, but such an idea would be promptly dismissed by the investigator who can find evidence in abundance that there was plenty of space to spare for inanities grouped under the heading of "Miscellaneous," or for articles marked "contributed," which discussed political and philosophical subjects at great length. The modern editor will find no difficulty in determining the true cause of the poverty of local and State intelligence in the papers of the sixties. It was due chiefly to lack of training along the lines of observation, with the result that most of the time the reporter was unable to furnish details, not because they were not desired for the thirst for intelligence was as keen in the sixties as it is now, but because he did not see enough to be able to write a story. As for Barnes' queer assumption "that material worthy of reporting was scarce in those days," it is utterly negatived by the undoubted fact that the most of them crowded more excitement into twenty-four hours than is now experienced in a week.

Facts Carefully Covered

Certainly, there was plenty to report during the days following the election of Lincoln, but the reporters did not avail themselves of the opportunity afforded them. San Francisco was a hotbed of intriguers, whose schemes were freely conjectured by editors, but never exposed until the schemers showed their hands. Months before the first gun was fired, there was a hegira of Southerners from California. The purpose of their flight was well understood and darkly hinted at by editors, but there is no description of the movement in the local columns of the papers of the time. When the Confederated States adopted the act of secession there was an extraordinary interest in the actions of the few Federal troops garrisoning the apologies for forts which defended the harbor, but no venturesome reporter tried to furnish a picture of possibilities. There was no censorship, but real information as to what was going on was as meager as it was during the progress of the European war of 1914-1915. In 1863, a group of Confederate sympathizers planned to capture a Pacific Mail steamship with the object of converting her into a privateer. This accomplished, the conspirators intended to sail in their prize to the scene of the wreck of the Golden Gate, where another steamer of the Mail Company, the San Francisco, was endeavoring to recover the sunken treasure. The Confederates hired a schooner and crew, but the affair was so bunglingly conducted that the Custom-house authorities nipped the project in the bud. The newspapers knew what was going on, but were unwilling to take anyone into their confidence, and, until the would-be privateers were haled into court, the public had no detailed story of an event to which California's historian, Hittell, accorded several pages.

A City Mightily Stirred

The criticism of reporters quoted above indicated the attitude of the press toward news throughout the decade. San Francisco was far removed from the scene of conflict, but there were plenty to respond to the call for volunteers. There were the same scenes of excitement attending the recruiting as those witnessed in the East, but the soberness of treatment of the quick response in the news columns, and the meager space allotted to recording the displays of patriotism would have left a stranger in ignorance of their occurrence, if the vehemence displayed in the editorial columns had not made it clear that San Francisco was mightily stirred. Perhaps it was more fitting that the exuberance of feeling should find expression in the columns devoted to opinion, but, judged by modern standards, the city editors were delinquents, who have left much to imagine which might have been cleared up had their reporters been trained to treat as interesting events occurrences which may have seemed commonplace to them at the time. Fortunately, the reportorial delinquency is fully repaired by the effusiveness of the writing editors, whose invective leaves nothing to the imagination. Their rhetoric was of the sledge-hammer kind, and the reader never had any difficulty in determining who was smashed by the blows delivered.

The Press and the Slavery Question

At the beginning of the war, sentiment seemed to be very nearly evenly balanced in California. In the election of 1860 Lincoln had carried the State by 1000 plurality, the Democratic candidate receiving 38,000 and the Republican Electors 39,000, but there was a rapid change of opinion when the people grasped the [illegible] that secession meant the disruption of the Union. In an astonishingly brief period the Southern sympathizer began to lose caste. The despised "mudsill' asserted himself, and presently concluded to cut loose from the party whose leaders affected to despise him and his kind. After the first flurry, the fear that the secessionists might succeed in gaining possession of the forts in the harbor disappeared and Union men settled down to the conviction that it would be their task to prevent Confederate operations in Arizona and in the northern states of Mexico. The quota of troops required of the State was easily filled by volunteers and recruiting was brisk in the city. The burst of Union enthusiasm did not, however, wholly extinguish Southern sympathy, nor did it take on an intolerant shape. The journals devoted to the Northern cause kept pace with those of the East, and some of them were a trifle ahead of the latter in recognizing that the institution of slavery was doomed. A few years before the outbreak of hostilities the Legislature of the State, under Southern inspiration had by resolution denounced Broderick because of his stand in opposition to the extension of slavery; in 1863 the same body, by a nearly unanimous vote, eulogized him as a patriot and appropriated a sum of money to erect a monument to his memory in Lone Mountain Cemetery; and a year later, on the 4th of March, it adjourned out of respect to the memory of Thomas Starr King, whose voice was heard in the pulpit, on the platform and in the lecture-room in appeals to California to stand by the flag.

He Would Not Pray for the President

There were ministers, perhaps, who sympathized with the South, but only one ventured to brave public opinion, and he was quickly impressed with the sense of his error by a significant warning in the shape of a stuffed dummy hanging at the entrance of the door of his church. His offense consisted in omitting from his service the prayer for the President of the United States. He took the hint, and, as he was disinclined to offer supplications for one whom he looked upon as an enemy to his section, he extricated himself from an embarrassing situation by abandoning the city and returning to his home in the sunny South. Events of this sort occupied a great deal of space in the editorial columns of the papers, and it is to the credit of the citizens that they were not possessed of the intolerant disposition with which they were charged by those with Democratic leanings, for had they been the action precipitated by the assassination of Lincoln would certainly have been anticipated years before it finally occurred. It is astonishing that the violent expressions which were freely indulged in by Democratic journals should have passed without official rebuke or action of the sort taken in the case of Vallandigham in Ohio, but it was the policy of the Government to close its eyes to all but overt acts, and the bastile only received one or two offenders during the long conflict, and they were not taken from the ranks of newspaper men.

A Civil War Fighting Editor

Perhaps the authorities were convinced that the defenders of the Union were able to attend to the matter without assistance, but expressions of sympathy for the Confederate cause were not allowed to pass unnoticed by the Union editors. Particular attention was paid to them by Calvin B. McDonald, who filled the columns of the American Flag, published by D. O. McCarthy, with denunciations of the "Copperheads" and their doings. McDonald was a forceful writer. He had been in journalism since 1854 in the city, but did not have the nickname of "the fighting editor" bestowed on him until the flag was fired upon. Before that time, he was more disposed to drop into poetry than to indulge in invective. He did not part with the poetical tendency when he donned the armor of the fighting editor, but his verse was of a different sort and fitted in with the spirit of the times. He had the faculty of arousing bitter resentment in those against whom he directed his editorial shafts, and succeeded in provoking retorts of a sort which were remembered by the community when the day of reckoning came. One of the journals to which he paid especial attention was published by the men who afterward founded the Examiner. He had succeeded in making their paper so odious that when the horrified community heard the news of Booth's treasonable assault on the President the office of the publication was gutted. Similar treatment was accorded to the News Letter, whose proprietor and cynical assistants never lost an opportunity to show their sympathy with the secession movement. No personal violence was offered to the publishers, but that was due to their good fortune in being out of the way of the mob when it descended in its wrath upon their offices.

While the attention of editors during the Civil War period was not wholly engrossed by the conflict, there was more written about it, and its effects on the State, than any other subject. The attitude of California as voiced by the press of the State in those days was not always clearly understood at the East; but that is not surprising when it is borne in mind that there was considerable difference of opinion concerning the proper course to pursue in the vital matter of the practical refusal to accept the paper emitted by the Federal Government. There was no concerted action.

The Press and Gold Payments

It was simply a case of a people having the ability to keep in circulation a money which less fortunate sections of the Union were unable to obtain in sufficient quantities to supply their needs, deciding to adhere to that which they were accustomed and refusing to substitute for it a variable currency. There was a marked division of opinion respecting the propriety of that course, but the cleavage was not along well defined political lines. The aversion to paper money was not due to lack of sympathy with the Union cause, although there were many who feared that it might be so construed, among the number Governor Leland Stanford, who, in a message to the Legislature, adversely criticised the action of the State Treasurer, who took advantage of the depreciation of greenbacks and paid California's proportion of the direct war tax in legal tender notes. Stanford proceeded upon the theory that the State should disregard the depreciation and pay in gold, but the Washington authorities answered that the legal tender money had been advisedly received and that if gold had been paid California would have contributed more than its quota.

Result of Adherence to Gold

The mercantile element of San Francisco displayed less sensibility and adopted a course which resulted in greatly stimulating business. They adhered steadfastly to gold currency, and used the metal to great advantage making purchases of greenbacks with which they met their Eastern obligations. As the range of prices of most commodities sold in the California markets was nearly as high as in sections where legal tender money was used, the practice resulted in great profit to the merchants, and their prosperity had a stimulating effect on industry generally. The necessity of buying greenbacks created a lively dealing in them, and, while in New York gold was quoted at a premium, on the exchange in San Francisco the process was reversed, and greenbacks were bought at a discount. The uncertainty regarding the propriety of the course was mirrored in the editorial columns of the newspapers, but the discussion reflected the current prejudice in favor of gold money, which dated back to the time of the formation of the State Constitution at Monterey, when an article was inserted which absolutely prohibited the emission of paper money. It was impossible to remove this prejudice, which found concrete expression in specific agreements to pay in gold. These agreements were authorized by statute, and the Supreme Court of the United States affirmed the validity of such contracts.

The active dealing in legal tender currency was a source of scandal and the charge was made that the Legislature was improperly influenced, but there was no evidence forthcoming to substantiate the loose statements concerning the matter which were made by the editor of the American Flag, who, when cited to the bar, refused to answer the questions put to him. The probabilities favor the belief that the Legislature in refusing to repeal the legislation authorizing specific contracts was in accord with public opinion. Although the discussions of the subject were voluminous, it does not appear that the editors were apprehensive that the use of paper money would result in driving gold out of California. At the time, the annual production from the placers and other sources was still great enough to give assurance that there would be enough gold to supply the people of the State with an abundance of non-fluctuating money. There was some perception of the fact that so long as the State could maintain a favorable balance in its dealings with the rest of the world its gold coin could not be drawn away from it, provided steps were taken to prevent its being sold in order to obtain a cheaper money, and it was assumed that the specific contract act guarded against such a contingency, an assumption borne out by the fact that Californians have retained the metals to this day as their principal circulating medium.

Specific Contract Legislation

The Influence of the Press

There is one circumstance connected with the retention of or adherence to gold money that deserves especial mention, for it exhibits in a marked degree the power of the press to influence public opinion. There is no question but that when greenbacks began to afford an opportunity to the unscrupulous to scale their debts by paying in depreciated legal tender money, a disposition to take advantage of the situation existed, which might easily have become general had not the most reputable part of the press constantly denounced the immorality of the proceeding. So severe was the denunciation of those who sought to escape their obligations that a genuine fear of ostracism was created, which was not entirely groundless, for there are same instances of individuals seeking to pay their gold debts in depreciated currency being held up to public scorn. That there were not many instances and perhaps a general departure from the straight path of fair dealing was chiefly due to the insistent advice of the newspapers that it pays to be honest. They may have been wrong in advocating a policy which put them out of touch with the monetary system of the major part of the Union, but they were unquestionably right when they advised in strenuous terms that depreciated greenbacks should not be used to pay debts incurred while the State was on a gold basis.

CHAPTER VIII

THE CHRONICLE ENTERS THE FIELD OF SAN FRANCISCO JOURNALISM.

Advent of the Examiner—Its Founders—The Youthful Projectors of The Chronicle—Acumen Displayed in Selecting a Title—An Amusement Loving Public—A Newspaper From the Very Beginning—San Francisco Restaurants During the Sixties—The First Home of The Chronicle—Hustling to Get Money for a Start—Rapid Growth of Popularity Eases Finances—Mark Twain's Contributions to the Dramatic Chronicle—The Budding Author Has Desk Room in Dramatic Chronicle Office—Bret Harte Helps Out With Interesting Squibs—The Criticisms of Tremenhere Johns of the Dramatic Chronicle—The Efforts of the Beginners Cause Amusement—Prosperity Soon Follows Success—Movement to New Quarters on Montgomery Street—A Handsome Sign, of Which the Youthful Publishers Were Very Proud—A Theater Manager and Actress Who Dislike Criticism—First News of the Assassination of President Abraham Lincoln—Early Efforts to Illustrate a Daily Newspaper—Extras Tell of the Gutting of Local Newspaper Offices.

THE most notable journalistic occurrence of the last year of the Civil War was the birth of the only two English morning papers that have survived the vicissitudes of the intervening fifty years. It was in 1865 that the San Francisco Chronicle and the Examiner made their advent in the field of journalism in this city, but the circumstances attending their entrance were widely divergent. The Examiner was practically founded on the ruins of the Democratic Press, which was swept out of existence in an ebullition of popular rage provoked by the assassination of President Abraham Lincoln. Its nominal proprietors were William S. Moss, B. F. Washington, Charles L. Weller, Philip A. Roach and George Penn Johnson. They may not have deserved all the opprobrium heaped upon them by the fighting editor of the American Flag, but the columns of the new candidate for public favor indicate that the arrangement entered into by Grant and Lee at Appomattox was no more to their liking under the changed name and conditions than when the summary gutting of their office was resorted to by an infuriated populace. The Examiner also differed from the other new competitor for patronage in being conducted by men with journalistic training, who had the backing of a political party by no means disheartened by its loss of power during the war, and which, before its echoes had died away, regained control of the State offices.

It is almost impossible to describe the beginnings of The Chronicle in the sober terms of historical narration. The attendant circumstances and

The Founders of The Chronicle

the subsequent career of the paper give a tinge of romance to a statement of what would otherwise be prosaic and very commonplace facts. Other boys with large ambitions have started papers, and some have achieved a measure of success, but none that we know of has realized as fully what was sought to be accomplished by the youthful founders of the San Francisco Chronicle. The story of the starting and growth of the paper shows that its success was not due to adventitious circumstances. It was founded at a time when the ventures of others were meeting with failure, and its continuous growth was attended by a constant battle for public approval, but not by truckling to the holders of every vagrant sentiment, or by the adoption of a neutral attitude. The Chronicle had opinions from the first day that it saw the light, and did not shrink from maintaining them with persistence and courage at all times.

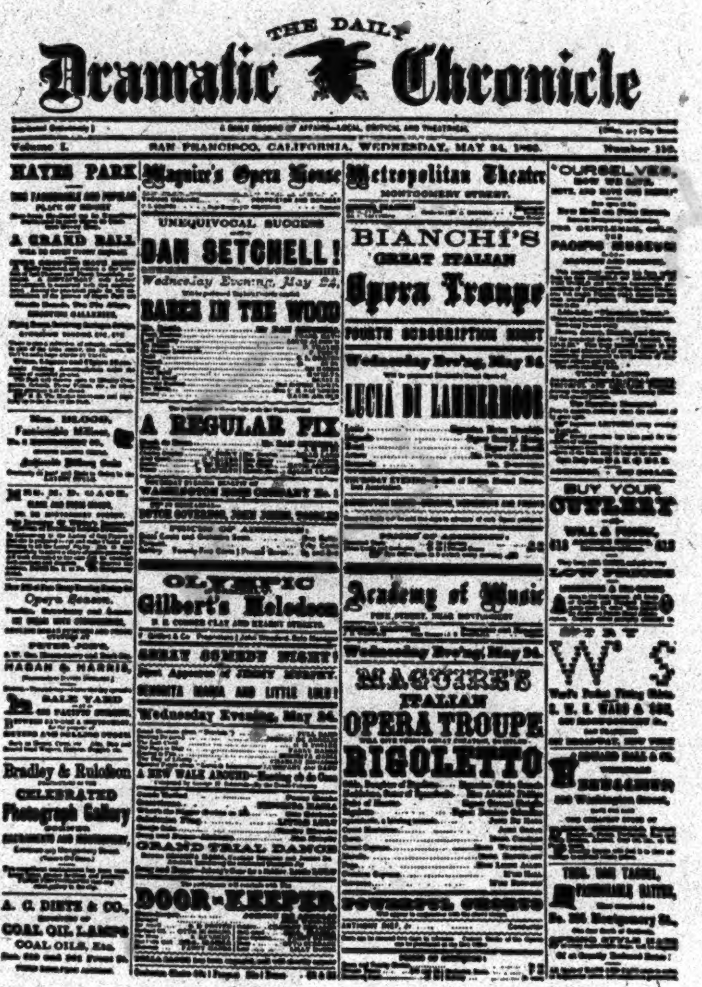
The First Number of The Chronicle

Perhaps no journal attaining to prominence was founded under circumstances so singular. Although Charles and M. H., who were soon to be familiarly known as the de Young boys, aimed from the very beginning to create a newspaper, they modestly started their enterprise as a theater house bill, under the title of "The Dramatic Chronicle." An examination of the initial number, which appeared on January 16, 1865, at once discloses the fact that the title was a misnomer. Throughout its sixteen columns there is plenty of evidence that its publishers were dominated by the idea of making it particularly interesting to theatergoers, but its sub title, "A Daily Record of Affairs Local, Critical and Theatrical," revealed what was in the mind of its founders, and proclaimed a purpose which was well foreshadowed in the four pages of the little 10 by 13½ inch sheet.

A Title to Conjure With

As interesting, perhaps, as the fact that the Dramatic Chronicle was a newspaper from the first day of its publication is the acumen displayed by Charles and M. H. de Young in selecting the drama as the vehicle by which recognition and popularity could be secured for their venture. Never was there a community more completely devoted to the pleasures of the theater than San Francisco. From the day of the first performance in the city by a semi-professional troupe in 1848, down to the time when the Dramatic Chronicle saw the light, the drama had been a passion in the city by the Golden Gate. Its citizens prided themselves on the fact that the greatest artists visited them, and the writer of "The Annals" takes particular pains to mention that they knew what was good and would not tolerate that which was bad. Doubtless, he could furnish evidence to substantiate his assertion that visiting actors, whose fame was national, admitted that the critics of the numerous papers of the early fifties were discerning men. That they did not hesitate to say in plain terms about a play, and those who interpreted its characters, just what they thought, is attested by many surviving, scathing criticisms.

The spirit of the fifties still survived in 1865, when the Dramatic Chronicle began to bid for favor, and no better method of getting public attention could have been adopted than that of the "de Young boys," aged 19 and 17, respectively, Charles de Young being the senior. Had they simply got out a play bill, their enterprise must have ended as it began, but they did nothing of the sort. The only resemblance to a pro-



THE DAILY
Dramatic Chronicle

A DAILY RECORD OF AFFAIRS—LOCAL, CRITICAL AND THEATRICAL.

Volume I.

SAN FRANCISCO, CALIFORNIA, WEDNESDAY, MAY 24, 1865.

HAYES PARK

A GRAND BALL

Opera Season.

HAGAN & HARRIS,

SALE YARD

Bradley & Rulofson

CELEBRATED

Photograph Gallery

A. G. DIETZ & CO.,

COAL OIL LAMPS

COAL OILS, Etc.

Maguire's Opera House

UNEQUIVOCAL SUCCESS

DAN SETCHELL!

Wednesday Evening, May 24.

BABES IN THE WOOD

A REGULAR FIX

OLYMPIC

Gilbert's Melodeon

N. E. CORNER CLAY AND KEARNY STREETS.

GREAT COMEDY NIGHT!

Wednesday Evening, May 24.

A NEW WALK AROUND

GRAND TRIAL DANCE

DOOR-KEEPER

Metropolitan Theatre

MONTGOMERY STREET.

BIANCHI'S

GREAT ITALIAN

Opera Troupe

FOURTH SUBSCRIPTION NIGHT

Wednesday Eve'ng, May 24

LUCIA DI LAMMERMOOR

Academy of Music

PINE STREET, NEAR MONTGOMERY

Wednesday Eve'ng, May 24.

MAGUIRE'S

ITALIAN

OPERA TROUPE

RIGOLETTO

POWERFUL CHORUS

"OURSELVES, HOW WE LIVE,"

PACIFIC MUSEUM

BUY YOUR

CUTLERY

LOW PRICES

TITLE PAGE OF THE DRAMATIC CHRONICLE
Showing form in which San Francisco Chronicle first appeared.

THE HOME OF THE SAN FRANCISCO CHRONICLE ON MONTGOMERY STREET IN 1865

A Newspaper From the Beginning

gramme is that which the formal mode of printing the names of characters and players presents. In all other particulars it differed, and in the material one of hour of issue. The publishers of the Dramatic Chronicle did not wait until the theaters opened. It was well distributed in the middle of the day, when the restaurants were crowded, and they were numerous and large at the time. Indeed, in 1865, and for many years afterward, San Francisco was noted as a city of eating places and lodging-houses rather than of homes. There were establishments in the middle of the sixties that boasted serving as many as four thousand dinners a day, and their proprietors were pleased to assist in the promotion of the digestion of their patrons by placing on their tables the freely distributed paper with its bits of news and its bright paragraphs. This circulation was supplemented by distribution in the theaters and other public places, and it soon became of sufficient importance to cause advertisers to "sit up and take notice."

The Chronicle's First Home

Before attempting to give an idea of the make-up of the Dramatic Chronicle it will be interesting to describe the place and means of its production, and the financial resources of its founders. The plant was not large, nor was a great sum of money used in launching the enterprise. The paper could scarcely boast a home of its own, for it was produced in the corner of a room occupied by the job printing establishment of Harrison & Co., on Clay street, east of Sansome. That was then the heart of the city, and the neighborhood, for a dozen years afterward, remained the publication center, the Chronicle, Bulletin and Call maintaining their plants there until 1879, when the erstwhile Dramatic Chronicle moved into a building on the corner of Kearny and Bush streets, constructed for its especial use. In the office of Harrison & Co., the quarters of the new aspirant for public favor were very limited. Room was provided for two type frames, and alongside of them there was a makeshift desk, upon which the printer edited his copy; for editor and printer were combined in the person of Charles de Young, his brother Henry assuming the responsibilities of the business management.

An Important Financial Transaction

Despite these modest beginnings, the duties of the business manager were by no means light. Harrison & Co. were hard-hearted landlords, and took no account of the ambitions of their tenants. The rent of the quarters of the Dramatic Chronicle and the use of the Adams press on which the paper was printed was $75 per week, part of which had to be paid in advance. This involved the necessity of hustling on the part of the business end of the concern. A loan of $20 was secured from a friend upon the distinct assurance that it would be repaid at the end of the week. As the circulation brought in no cash, the revenue of the paper had to be obtained from advertisers. Perhaps the first patrons may have felt a little dubious about receiving returns upon their investment, but such a feeling, if it existed at any time, must have speedily disappeared when they discovered the avidity with which the little sheet was read in restaurants and theaters, and the disappointment betrayed when the supply of Dramatic Chronicles ran short.

As already noted, the Dramatic Chronicle, in addition to the programmes of the different theaters in which it circulated, contained a varied

Contents of the Earliest Chronicles

assortment of original and selected matter, and some news, both telegraphic and local. There were nine and a quarter columns of advertisements in the first issue, the remaining six and three-quarter columns, the equivalent of about two columns of solid matter of the present daily, being devoted to reading matter. The most conspicuous feature of the latter was the dramatic criticisms and the squibs directed against the writers on the contemporary press. At that time the local writers were well known to the public generally, and their peculiarities were so well understood that none of the pungency of the items touching on the foibles of the staffs of the American Flag, the Call, the Alta and the Times was lost. The more satirical the allusions the better the readers liked them.

Mark Twain's Contributions to The Chronicle

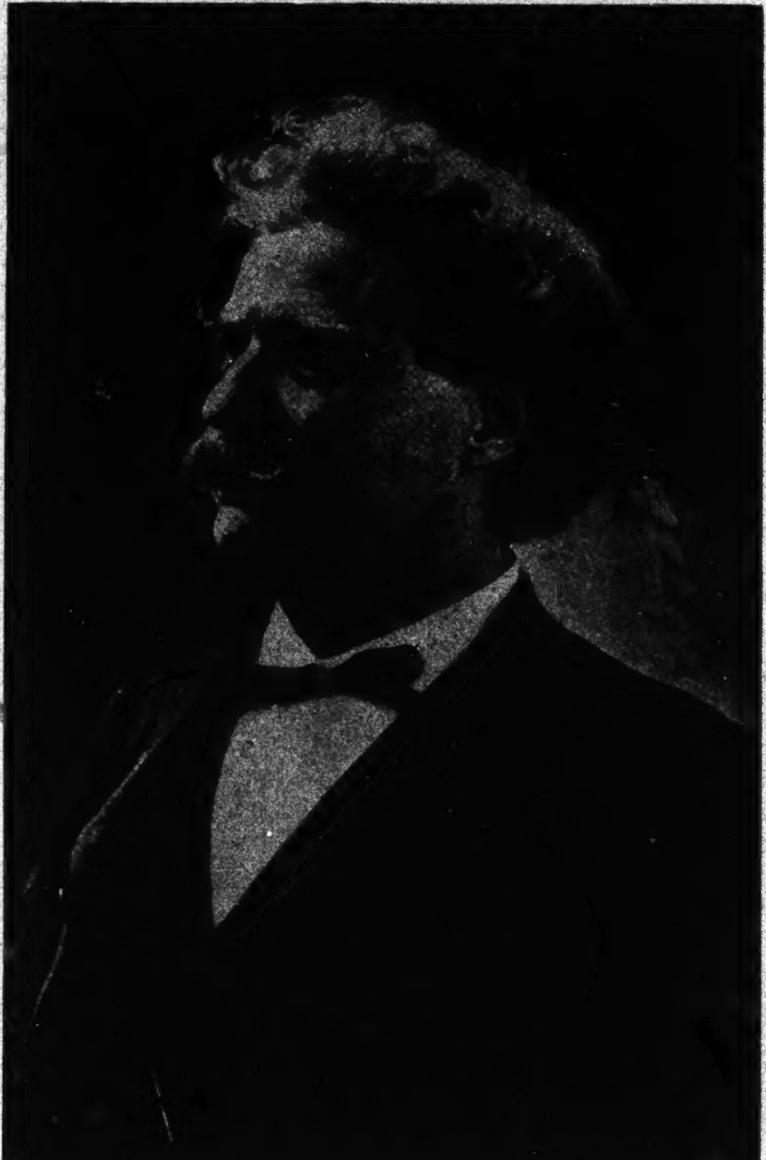
Restricted as were their quarters, the youthful publishers of the Dramatic Chronicle were able to spare desk room for Mark Twain, for which he paid in contributions. In those days Mark had not acquired the fastidiousness concerning his surroundings for which he became noted when fortune smiled upon him. He was then acting as correspondent of the Carson Appeal. San Francisco was the mecca of all Nevadans in the sixties, and the representative of a prosperous Nevada paper ranked as high as the editor of the publication. So far as the desirability of the position was concerned, there were few newspaper men in what afterward became the Silver State who would not cheerfully have exchanged with the fellow fortunate enough to be able to live in "Frisco." At any rate, Mark never developed a great fondness for his sage-brush surroundings, and found life more congenial "at the bay," even though he had to put up with a rude redwood desk in a stuffy printing office.

Mark and the Carson Appeal

Although Mark was the correspondent of an outside paper, he was well known in the city at the time. His letters to the Carson Appeal were widely read in San Francisco and throughout the Coast and were greatly appreciated for their wit and quaint cynicism. He was far from being celebrated in those days, and that probably accounts for the fact that the Dramatic Chronicle made no special brag about his contributions. Many of the satirical bits about San Francisco editors which appeared in the columns of the little sheet were written by Twain to relieve his feelings. Whether because he resented lack of appreciation, which he received in such full measure afterward, or for some other reason, Twain delighted in prodding his fellow workers on the press. The late William S. Wood, who at one time worked with Clemens on the Virginia Enterprise, declared that his most biting satires were devoid of malice, and that their production was uninfluenced by any other motive than an irresistible desire to "stir up the monkeys."

A Resort for Bohemians

Bret Harte's contributions were due as much to the desire to get something out of his system as to any other cause. He, too, like Twain, found the inclination to take a pot shot at public characters hard to resist, and many a bright squib whose anonymity prevents its identification, could be verified as his if the first editor of The Chronicle were alive to bear testimony. Harte, like Twain, frequently visited the young journalists at their establishment, which became somewhat of a resort for early bohemians. In subsequent years, numerous poems and stories written by Harte appeared



MARK TWAIN

in The Chronicle. Some of them bear no indication of having been copyrighted, and it is not impossible that there may be fugitive bits of verse from the pen of the author of "The Heathen Chinee" concealed in the columns of the struggling little daily which do not appear in any of his collected works. And it is not unlikely that some of the facetious criticisms of Twain's lectures delivered in San Francisco, which appeared in The Chronicle, were written by himself. Anything he wrote would have been welcomed, for he was persona grata in the office and understood the value of publicity.

Building Up a Circulation

At this distance of time, and since Harte and Clemens have achieved fame, a writer in reviewing the beginnings of The Chronicle may attach undue importance to the fact that they helped to give its founders a start on the path of popularity; but no one who studies the methods of the youthful publishers will fail to recognize that the really important factors in the early upbuilding of the paper were the business acumen displayed in securing the attention of the reading public, and the recognition of the marked prepossession of San Franciscans for the drama. Ingenious managers have devised many modes of extending the circulation of their journals, but it is doubtful whether any one before or since hit on the expedient of making a paper do double duty. In England it was once the custom to hire out copies of the London Times, but, in that and similar cases, the middle man profited. The double circulation of The Chronicle was secured in a different manner. Every night, after the performances in the theaters, the de Young boys gathered up the crumpled Dramatic Chronicles, smoothed them out as nicely as possible and mailed them to interior hotels, thus obtaining for their sheet a country circulation and considerable reputation.

A Dramatic Critic Who Hit Hard

Of course, reputation could not have been achieved had there not been a reason for its formation other than the persistent circulation of sheets of printed paper. That reason was very patent to the average reader of the period, who had no difficulty in recognizing that the Dramatic Chronicle was meeting a real want in satisfying the desire for news concerning the drama. It was promptly perceived that the little sheet was no mere play bill. It contained a quantity of interesting intelligence concerning persons in whom the community took a great interest. That was real news to a people as fond of the theater as San Franciscans were at that time and for a long while afterward, and it was only obtainable in the paper which devoted close attention to the fortunes of the artists who had visited the city or who contemplated a visit. But this feature was overshadowed in importance by the frank and discerning criticisms of Tremenhere Johns, who could be facetious, scathingly denunciatory or enthusiastically approbative when the circumstances seemed to call for such a display.

A Sign and Bulletin Board

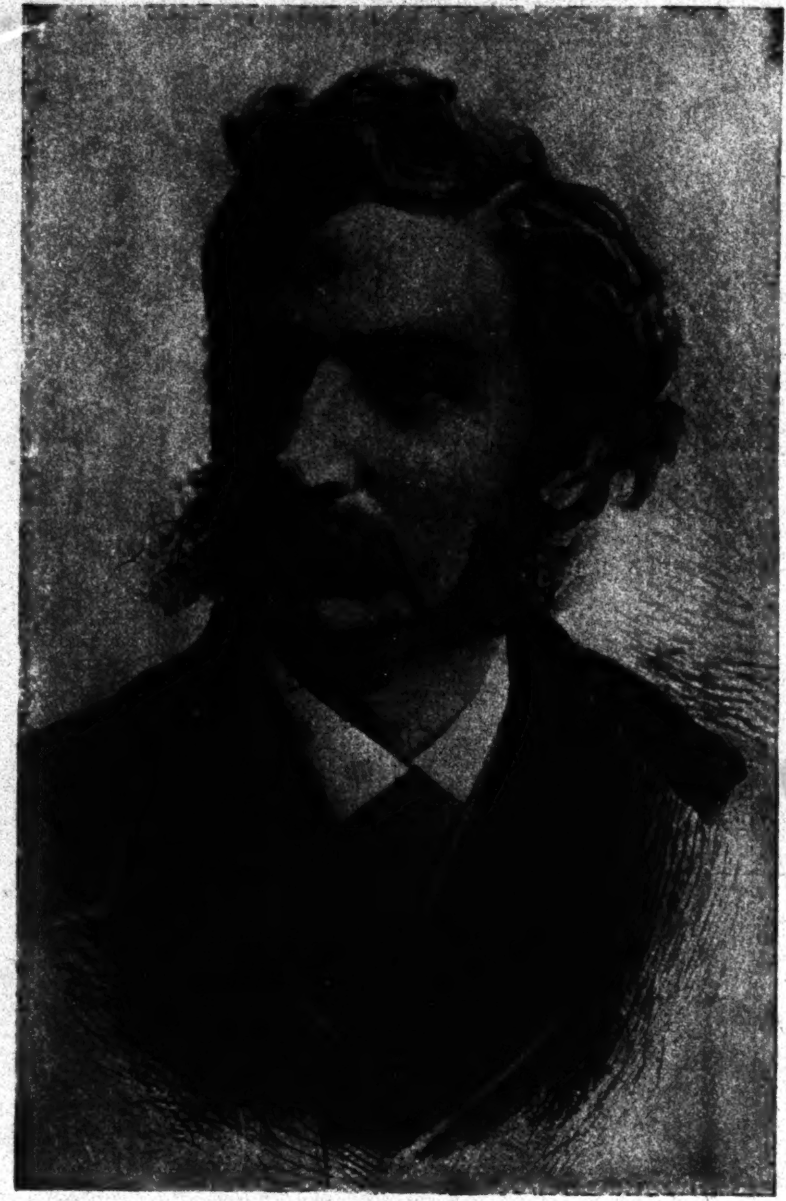
There was a tendency at first to regard with amusement the presumption of the editor of the Dramatic Chronicle in permitting his little journal to take on the airs of the bigger and longer established papers, but their managers were soon obliged to recognize that expressions of opinion when well found make an impression which has to be reckoned with. They saw that the freely distributed Dramatic Chronicle was being widely read and that advertisers were appreciative of the fact and were beginning to seek its columns. The result of this increasing prosperity enabled the paper to move into more pretentious quarters on Montgomery street, near Clay. Here it was housed in one large room, a portion of which was devoted to the typesetting, the front part being provided with a counter for the transaction of business. The young journalists now owned their type and furniture and were especially proud of an imposing bulletin board on which the name of the paper appeared on a gilded background, challenging the attention of all passers-by and arousing interest in the fortunes of the aspiring publishers.

Collision With a Theater Manager

This interest was being added to in other ways. The disposition of Critic Johns to tell the truth brought the Dramatic Chronicle into collision with Manager Maguire, who was then conducting the theater which bore his name. Matilda Heron, a famous star of the early sixties, whose prosperity had the effect of greatly increasing the avoirdupois of the tragedienne, essayed the role of Camille. Johns ventured the opinion that 200 pounds of adipose were not calculated to create the impression that she was suffering from consumption. The actress became very angry and demanded that the Dramatic Chronicle should not be circulated in the theater. The exclusion was resented, and a bitter fight ensued in the course of which the management was severely criticised, The Chronicle being provoked to take such a course by articles which Maguire printed in a little paper called the Daily Critic, started by the irate manager to defend himself against criticism. Among the assertions made by The Chronicle was one to the effect that the manager freely admitted to the theater improper and notorious characters, and that his negligence in this regard was resented by the public. The charge caused Maguire to commence an action for criminal libel, which was never prosecuted because the paper was fully prepared to substantiate its allegation.

First News of Lincoln's Assassination

When the news of the assassination of Lincoln was received on the morning of April 15, 1865, the Dramatic Chronicle was just three months old and did not boast a telegraphic news service. But its editor was resourceful. The morning papers had all been issued without a word concerning the tragedy. At 8 o'clock the Western Union Telegraph Company posted a bulletin with some details. The Dramatic Chronicle a few minutes afterward was on the street with an extra, which was eagerly bought. The company received more news and posted it, and the enterprising little Chronicle spread it broadcast by means of a second extra. The people were soon in a frenzy of excitement and began raiding the offices of the newspapers of known secession proclivities. The Democratic Press, published by Moss & Co., and edited by Phil Roach, had all its type and material thrown into the street. The office of the Occident, a Methodist religious weekly, edited by Rev. Dr. Fitzgerald, was treated in like manner, as was also Marriott's paper, the News Letter. The police were called out, but displayed no particular desire to interfere with the mob, the successive spasms of which were duly recorded in Chronicle extras, the energetic little aspirant for public favor having the whole field to itself, its bigger rivals not having realized that something had happened. M. H. de Young acted as reporter. He followed the mob, and as quickly as he could secure details he wrote them up and ran to the office, where his brother Charles set up the



BRET HARTE

type. Extras were put on the street after each occurrence, all of which were snapped up by an intensely excited people eager for the latest news.

Early Efforts at Illustration

An interesting fact connected with the publication of the news of the assassination of Lincoln is the recognition by its young editor of the desirability of illustration. On the 16th of April a portrait of the assassin Booth was printed. It was from a wood cut, which the reader was informed had been produced in two hours. It was a good likeness of the actor, and was significantly adorned with a noose. The Chronicle was so well satisfied with its performance it repeated it on the day after. A few days afterward the scene of the assassination was illustrated in The Chronicle. Like the portrait, it was from a wood engraving, the drawing for which was by Tojetti, a well-known San Francisco artist. These pictures were not the first to appear in The Chronicle. On February 2, 1865, a portrait of Edward Everett was printed. It has been claimed for these publications and some which appeared a short time afterward that they are the earliest indications in an American paper of the disposition to make illustrations a feature of daily journalism.

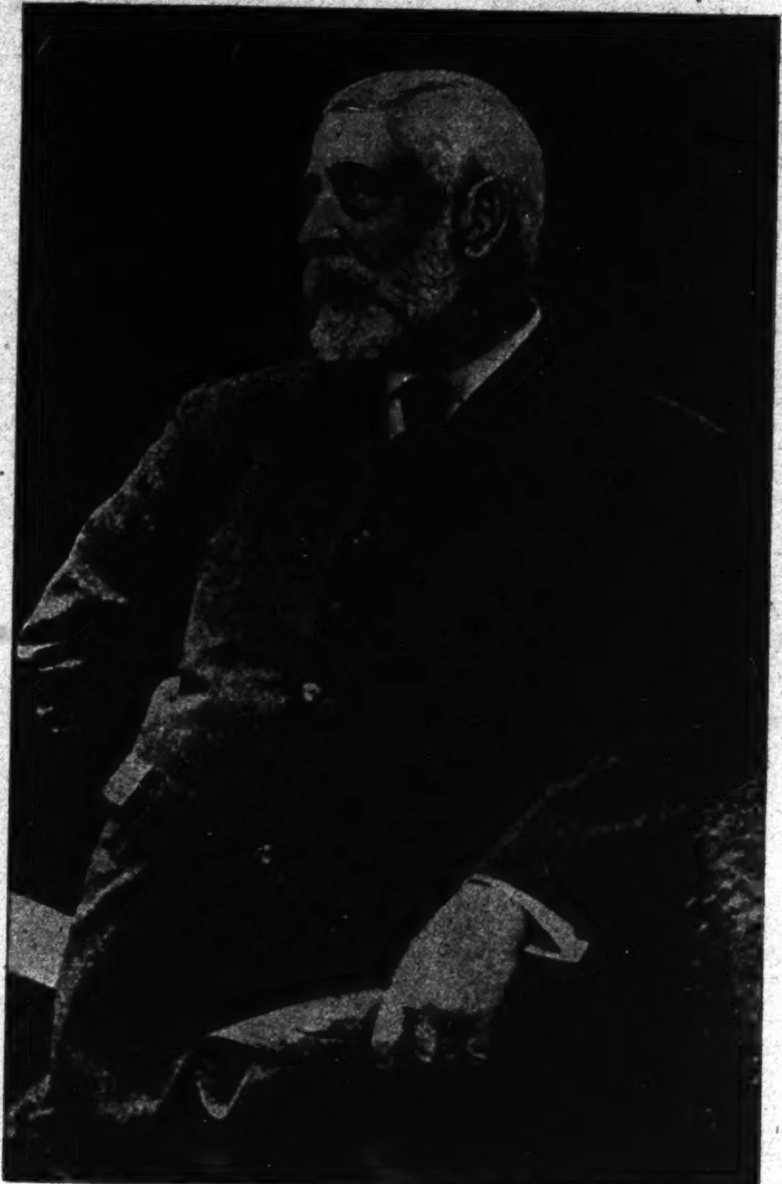
CHAPTER IX

MANY INNOVATIONS BY THE BROTHERS, CHARLES AND M. H. de YOUNG.

The Chronicle Begins to Make Investigations—Early Contributors to the Sunday Edition—Charles Warren Stoddard, Prentice Mulford and Anna Cora Mowatt Ritchie—The Chronicle's First London Correspondent—The Prefix Dramatic Dropped—The Daily Morning Chronicle—The Earthquake of 1868—An Extra Issued While the Earth Was Trembling—The Enterprise of the Bulletin—Career of the Alta California—Policies of the Bulletin and Call—The Attitude of the San Francisco Press Toward the Railroad—Fear of Goat Island Becoming a Rival City—When the Southern Pacific Was "The Railroad"—Little Distrust of the Future—The Press Confident That the Railroad Would Promote Prosperity—The Mania for Mining Stock Speculation—The Rush to the White Pine Mines—A Hopeful Press on the Eve of Hard Times.

THE Dramatic Chronicle, though bright and breezy, did not accomplish an immediate revolution in journalistic methods in San Francisco. It is just possible that its repeated increases in length and width may have attracted the attention of the established papers, but they showed no signs of welcoming or discouraging the stranger. They may have been annoyed at its propensity to do unexpected things, as in the case of the extras announcing the news of the assassination of President Lincoln, but they still looked upon it as a play bill and entitled to no special consideration as such. It was not until the ambitious journalists began to engage in the work of investigating the affairs of institutions that had thitherto enjoyed immunity from criticism, that its mature rivals began to notice its existence by intimating that it was a sensational sheet and therefore unworthy attention. Somehow or other, although the Call and the Bulletin vehemently asserted that no one believed what appeared in the columns of The Chronicle, its assertions usually created a stir, because they were backed up by details which stamped them as something different from the not infrequent assaults on municipal shortcomings in the past, which, as a rule, were unaccompanied by specifications.

Perhaps the fact that the Dramatic Chronicle's advertising patronage was increasing rapidly gave the older papers more concern than its innovations. During the first three months of its existence advertisements increased from nine and a quarter to fifteen and a half columns. As the paper only contained twenty columns of matter, the proportion of reading



CHARLES WARREN STODDARD

was very small, but the brightness of the squibs, and the fact that a fair share of the advertising was news of a sort looked for by the community, caused the popularity of the Dramatic Chronicle to continue to grow.

Advertising Patronage of The Chronicle

There is evidence that the proprietors were well satisfied with the success they were achieving, for on the first anniversary of the publication, January 16, 1866, there was a poem of felicitation headed "Our Birthday," and a cartoon, "The Infant Hercules," which depicted The Chronicle in the act of destroying its envious competitors, who were pictured as snakes. A few days later, the first signed contribution of Charles Warren Stoddard appeared. It was a poem entitled "To an Uncrowned Poet," and marked the beginning of a connection which endured for many years.

Other Early Contributors of The Chronicle

At frequent intervals during 1868 the Dramatic Chronicle contained accounts of incidents in which Bret Harte figured; there was also a manifest disposition to boost Mark Twain, and the manner of the boosting is so suggestive of the humorist's peculiar style that one might readily be pardoned for suspecting that he knew something of the authorship. An editorial printed on July 3, 1868, in which remarks made in a lecture delivered by him on the previous evening were liberally quoted and highly complimented, must have been appreciated at a time when Mark was not so much of a stage lion as he later became. A few days later, on the 11th of July, 1868, the Dramatic Chronicle introduced to its readers Mrs. Anna Cora Mowatt Ritchie, in a London letter, and proudly announced that she would thereafter act as its exclusive correspondent at the British metropolis. The letter was noteworthy as foreshadowing the paper's intention to add to its literary attractions, and because it was a month in transit. A couple of weeks later a sketch entitled "The Eagle Bird," by Prentice Mulford, marked that writer's advent in San Francisco journalism. He continued to write for The Chronicle almost to the day of his tragic death, caused by the capsizing of a sloop yacht which he was sailing on the Hudson river.

The Prefix "Dramatic" Dropped

On the 1st of September, 1868, the Dramatic Chronicle appeared as "The Daily Morning Chronicle." In dropping the prefix "Dramatic," which it had borne for over three years and a half, the paper lost none of its brightness. It was now a four-page sheet with seven columns to the page. It had literally grown by inches, its original length of column having increased from 13½ to 22½ inches, and it contained about three times as much of all varieties of matter as it did when it first made its bow to the public. On its first page it presented an article, "An Evening With the Bruisers," the sub-title of which, "A School for Crime and Some of the Scholars," indicated the attitude of the paper toward the then popular exhibitions of "boxing." The first number of the morning edition was particularly strong in editorial, two and three-quarter columns being devoted to comment. All the features of a full-fledged daily were introduced, including commercial and marine news. The contents of the twenty-eight columns embraced: Advertisements, 15 columns; local news, 8¼ columns; telegraphic and mail news, 2 columns, and editorial, 2¾ columns.

On the following day a poem by Bret Harte, entitled "The Hero of Sugar Pine," was published. As already stated, there is no indication that it was specially written for The Chronicle, and the same may be said of

Bret Harte and Joaquin Miller

"The Stage Driver's Story," "The Executive Committee of the Colored Population," "The Babes in the Woods" and "For the King," which appeared at intervals between 1868 and 1874. The fact that they were not copyrighted, and that no special claim was made for them is not surprising, for the author had not yet found himself. The same comment applies to some short poems by Joaquin Miller, who, when they appeared, was glad to break into print on terms which did not involve the recognition of the counting-room. Later, Joaquin became a regular contributor of The Chronicle to the great grief of the editors, who were called upon to decipher his wretched chirography, which was also the despair of the printers, and was received by them only under protest. Occasionally, the poet's copy was so bad it had to be relegated to the waste basket. That was the case with at least two letters of a series written from Europe, one of them, as nearly as could be ascertained, dealing with the origin of the search of Jason for the Golden Fleece, which he argued was not a myth, but a real occurrence.

An Extra Issued Under Difficulties

On the 21st of October, 1868, the Daily Morning Chronicle was afforded an opportunity to exhibit its enterprise under trying conditions. The bay region on that date was visited by a severe earthquake shock, which did considerable damage to buildings constructed in an unsubstantial manner. The first shock occurred at 7:54 A. M., and was followed at 10:35 and 11:20 by less severe shocks. At 1:30 P. M., The Chronicle issued an extra containing nearly six columns of fine print, consisting of brief paragraphs devoted to describing the extent of the damage, and noting the few casualties which accompanied the seismic disturbance. It was a fine piece of reporting, and a source of special wonderment to later editors, who were at loss to understand how the feat was accomplished with the comparatively small force at the disposal of the de Young boys. The explanation was simple. It was a case of rapid organization. Everyone connected with the establishment was drafted into the service. Carriers, printers, clerks and pressmen each contributed his mite of observation in the district especially assigned to him.

No Great Shake After All

But the journalistic enterprise displayed in getting the facts before the public so promptly is no more noteworthy than the sensible comment in the editorial columns on the succeeding day, which was designed to be reassuring and certainly had that effect. The editor remarked: "The severest shock San Francisco has ever experienced, or is likely to experience, has come and gone, resulting in less damage to life and property than attended the great earthquake in London in John Wesley's time." This sounds like making the best of a situation, as does also the assertion, made a day or two later, that "the crowds that filled our streets on Tuesday did not wear an aspect of sadness or depression. In fact, a stranger ignorant of the cause of the excitement, would think they were enjoying some great holiday." But there was no possibility of mistaking the significance of the statement made in the real estate records on the following Sunday morning in which the writer said: "The recent severe earthquake shock has caused a temporary dullness, but no depression of values;" nor would it be possible to interpret the action of The Chronicle in getting out an illustrated earthquake edition as an exhibition of lack of confidence, for it was filled with matter calculated to convince the reader that while earthquakes may be put in the category of undesirable manifestations, on the whole they do not remotely approach the destructiveness of cyclones, floods and other phenomena unknown to San Francisco.

The Enterprise of the Bulletin

With eight years and more of a start, the Bulletin, which was still the paper printing the greatest quantity and variety of matter in 1866, was in a fair way of being ousted from its premier position when The Chronicle dropped the prefix "Dramatic." It retained its early four-page form, and the eight columns to the page inaugurated some years earlier. The average of a period extending over several years after the above date shows about nineteen columns of advertisements daily, to thirteen of varied matter, in which telegraphic news was not conspicuous. Several issues of 1866-67 and 1868 exhibit these proportions. Telegraphic news, 1 column; mail correspondence, 2 columns; reprint, 3 columns; editorials, 2 columns; markets, financial and commercial news, 1⅛ columns; marine news, ⅛ of a column; local or city news, 2½ columns, a large proportion of the latter being bald accounts of the doings of municipal officials and very brief court notes. In 1870 telegraphic news had increased to about three columns daily, but some of it lacked up-to-datedness, being a day old. A little earlier than this date the Bulletin departed from a long maintained practice of grouping its news under a general heading in paragraphs without heads, and ventured on the bold experiment of making it easier for the reader to find what he was interested in by putting heads on some of its news items, and, in the same year, it printed a map of the Franco-Prussian war zone, one of its few ventures in the field of illustration.

Career of the Alta California

The Alta, established in 1849, still retained its prestige at the close of the sixty decade. In 1869 it absorbed the Times and was regarded by the community as the representative of the substantial elements. Its course was conservative, even in the matter of gathering and presenting the news. Its subscription price was higher than that of any other city paper, and it had a monopoly of the shipping and auction advertising, and of the general advertisements of the jobbing trade. It was conceded to be the special representative of the commercial element, and scarcely considered as a rival the Call, which a few years earlier had been launched as a co-operative enterprise by a few printers. The Call started out with the purpose of obtaining subscriptions by offering its paper at the temptingly low rate for the period of 12½ cents a week, excluding Sundays, on which day it was not issued. Its success was only moderate and its circulation probably did not exceed ten or twelve thousand daily at any time during the sixties. Its policy was in marked contrast to that of the Bulletin, which for many years was extremely aggressive in its opposition to expenditures for municipal purposes.

The joint ownership of the Bulletin and Call by the same proprietors was the source of much ill-natured comment directed chiefly against the latter. The Bulletin was managed by George K. Fitch, and the Call by Loring Pickering and James A. Simonton, the latter, up to the time of his death, being the representative of the New York Associated Press before the formation of the present association, which was accomplished by a merger process. It was generally understood that the distinctly different policies

Bulletin and Call Under One Ownership

pursued by the two journals was the result of an understanding which had for its object the pleasing of all sorts of readers. Fitch, who was very familiar with the conduct of municipal affairs and took an active interest in local politics, was to continue the course which James King of William and the march of events seemed to have marked out for the Bulletin, while Pickering elected to secure the patronage of a cosmopolitan community in which the disposition to find lines of cleavage early manifested itself. The mode adopted to accomplish this object was adherence to innocuousness, and the editor of the Call developed a facility of avoidance which was masterly, his journal on most subjects carefully avoiding the expression of a positive opinion.

The Mouthpiece of the People's Party

The Bulletin was the very antithesis of the Call. It expressed itself with boldness and vigor upon most topics and its editorials were well written. There is no doubt that between 1856 and 1870 it was the most important factor in promoting the fortunes of the People's party, and it was well understood in political circles and by the informed in the community that it had a voice in the selection of candidates for municipal offices, a duty assumed by a junta after the frightful miscarriage of the more democratic primary system in the years prior to the Vigilante uprising. This usurpation came in for a great deal of criticism from rival journals as the years wore on, and the memory of the saturnalia of extravagance and corruption preceding 1856 faded from the public mind, but it was powerless to shake the popular conviction resulting from Fitch's teachings, that the only safe plan of dealing with municipal officials is strictly to limit taxation. He had succeeded in persuading citizens that the consolidation act framed by Horace Hawes, with its numberless restrictions, was an ideal fundamental law, and that the best municipal government was that sort which reduced public expenditures to a minimum.

Self-Imposed Restrictions

There were few who openly dissented from this opinion until the close of the sixties, when dissatisfaction began to be expressed over the failure of the city to provide public buildings commensurate with its growing importance. There was also a growing demand for a park which would provide a desirable resort for the people who were obliged to patronize a private pleasure ground when they wished to take an outing. The Chronicle was one of the earliest advocates of a more liberal course and insisted that some means would have to be adopted to break through the self-imposed restrictions if San Francisco was to be put in readiness for the influx of immigrants which it was expected would follow the opening of the transcontinental railroad. This event had long been a subject of comment in the editorial columns of the city press, and, while there was much divergent opinion respecting the methods adopted by the beneficiaries of the liberality of municipalities, counties, states and the Nation, there was none respecting the enormous advantages that were to accrue to San Francisco on the completion of the overland highway. The railroad was to effect a complete metamorphosis. The earlier argument so diligently urged, that it was a military necessity, ceased to be employed when it was seen that the civil conflict must inevitably terminate long before the road could be completed, and critics could be outspoken in their condemnation of methods which smacked of monopoly without having disloyalty imputed to them.

Fears of Railroad Monopoly

Perhaps the earliest cause for general distrust was that excited by the unconcealed desire of the constructors of the Central Pacific to head off all rivalry. The city and county of San Francisco had joined with San Mateo and Santa Clara counties in extending aid to a road connecting the city and San Jose, which was begun in 1860 and completed in 1864. The city had also extended aid to the Western Pacific to the amount of $400,000. The two subsidies aggregated $600,000, which the railroad managers received in the form of bonds, giving an equal amount of stock in exchange. The city authorities were persuaded to surrender the stock, the consideration being the return of $200,000 of the bonds, reducing the city's railroad indebtedness to $400,000. This action was criticised by a part of the press and defended by another section. In 1865 the Southern Pacific was incorporated, and it soon became apparent that the chief object of the formation of the new corporation was to prevent the entrance of the Atlantic and Pacific, a company which proposed to construct a railroad as nearly as practicable along the line of the thirty-fifth parallel of latitude, which was to be aided by a liberal land subsidy.

General Desire for Railroad Connection

It would be hard to determine the real sentiment of the community toward the Southern Pacific at this time. The incorporators were the same men as those who projected and were in the way of successfully carrying out the Central Pacific scheme. They were Sacramentans, but that fact seemed to excite no jealousy, perhaps because it was plainly seen that while the overland railroad nominally had its beginning at that city its true terminus on the Pacific would be San Francisco. Undoubtedly, the boldness which characterized the operations of Huntington, Stanford, Crocker and Hopkins inspired confidence in the success of their undertakings, and there was a strong desire prevalent for railroad connection with the southern part of the State, with which communication was slow and infrequent at the time. It is not improbable that in addition to these motives the inertia produced by the hostility to taxation for improvements played its part and made the community indifferent to the warnings of those who saw a menace to the future prosperity of the State in the attempt to shut off rivalry. Whatever the cause, the attitude of the State toward the project was sufficiently acquiescent to permit Congress to adopt a course which excluded the Atlantic and Pacific from entrance to the State for many years.

Fear of Goat Island Rivalry

Somewhat different was the course adopted when in 1869 an attempt was made to persuade San Francisco that it would be to its interest to permit the Central Pacific to acquire Goat island for terminal purposes. Papers which had not displayed any anxiety regarding the possible evil effects of shutting out a rival transcontinental railroad became bitterly antagonistic to the proposal, and assailed it on various grounds. The Bulletin seemed to be particularly apprehensive that the granting of the 300 acres, which was about the area of the island, would result in the creation of a rival city in the bay, which would seriously injure the business of the port of San Francisco. California's representatives in Congress would cheerfully have assisted in carrying through the project, but the uproar created deterred them from acting, and Goat island still remains an asset of the Federal Government, which may at some future day be put to a more beneficial use than the limited one it now serves.

Corrupt Practices of Railroad Managers

Looking backward, and reviewing some of the circumstances attending the construction of the first transcontinental railroad, it does not seem surprising that its projectors met with a great deal of hostility. In the early stages of the enterprise the utmost liberality was displayed by the people, and when the enthusiasm flagged it was stimulated by devices that transcended ordinary criminality. Bribery was freely employed to accomplish purposes conceived in the fertile brains of the builders. They were unwearied in their pursuit of favorable legislation, and shrunk from no measure which they deemed necessary to protect their interests. Although beneficiaries on a huge scale, they repaid those who conferred the benefits by charging excessive rates for the services performed by them and by practicing all sorts of discrimination to advance their own personal fortunes and those of chosen friends. It would have been extraordinary, indeed, if this condition of affairs had not influenced the journalism of the time. And it did to a degree hardly conceivable by the newspaper reader of today, who still hears the echoes of the conflict which began while the Civil War was raging, and which some politicians would like to see continued indefinitely, although the cause for hostility has long since disappeared.

The San Francisco Press and the Railroad

It is one of the anomalies of this long continued discussion that the State, when there were the best of reasons for hostility to the railroad which practically had a monopoly of transportation, and sought to perpetuate it, refused to use the power it had to compel fair treatment; while now, that the machinery for effective regulation exists, and is persistently exercised, there should be an affectation of fear of the machinations of the corporation. The railroad has been rendered powerless for harm and it is amazing that it should still be regarded with fear. It shows a lack of intelligent appreciation of the situation. It is not difficult to follow the curious variations in the attitude of the San Francisco press toward what for a long time was called "the railroad," an expression singularly inappropriate at the present day, when three rival transcontinental roads are bidding for favor, but which fittingly indicated the Southern Pacific corporation when it absolutely controlled the transportation facilities of California, and made freight and fare rates tell in an unmistakable fashion the story of a grinding monopoly. As this narration progresses, it will be seen which papers fought the railroad when the people needed a defender, and those who rushed to the aid of the corporation will be pointed out.

Looking Forward With Hope

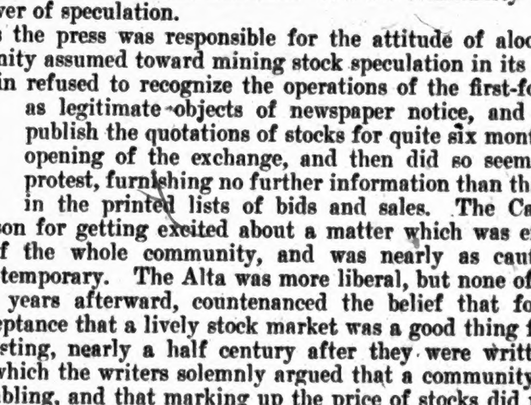
The last spike of the first transcontinental road, built assumedly as a war measure, was driven May 10, 1869. As heretofore remarked, the completion of the road was looked forward to hopefully by the community, and this hopefulness found frequent expression in the press, sometimes in a very exuberant fashion. There apparently was little distrust of the future, although there were rumblings of the trouble which culminated in the sand-lot disturbances a few years later. The people of San Francisco had received a foretaste of the evils of mining stock speculation, but, as is often the case, they were more inclined to blame something else than the true cause for the slackness of business, which it was expected would be ended with the advent of the railroad. The town still believed that mining was the backbone of San Francisco's prosperity, and could not be persuaded that there was a vast difference between the legitimate practice of that industry and dabbling in stocks which had become very general toward the close of the sixty decade, owing to the discovery of rich ores on the Comstock. The lode was first found in 1853, but the extent of its richness was not disclosed until 1859, when the argentiferous character of its ores was made known.

Mining Stock Speculation

Although reports intimated that the ores were fabulously rich, the Comstocks did not possess the attractiveness of the placers, but they drew to Nevada a comparatively large number of prospectors, who found a country abounding in minerals. Up to 1859 brokers were not very prominent in San Francisco. The few who called themselves by that name dealt chiefly in local securities, and when the legal tender money of the United States began to depreciate they included the sale of currency in their operations. The San Francisco Stock and Exchange Board was formed in 1862, with forty members, and the number suggested a nickname which was freely applied, indicating the degree of esteem in which the profession was held. On April 15, 1863, a second board, known as the San Francisco Board of Brokers, was formed, and three months later still another organization, named the Pacific, had come into existence. Altogether, in the short space of a year, the professional dealers in mining stocks had increased to 160, the first-formed board, yclept "The Forty Thieves," having doubled its membership. It is hardly necessary to accompany this recital of the rapid expansion of the cult with the statement that the community was infected with the fever of speculation.

Early Hostility to Speculation

Perhaps the press was responsible for the attitude of aloofness which the community assumed toward mining stock speculation in its early stages. The Bulletin refused to recognize the operations of the first-formed board as legitimate objects of newspaper notice, and declined to publish the quotations of stocks for quite six months after the opening of the exchange, and then did so seemingly under protest, furnishing no further information than that contained in the printed lists of bids and sales. The Call, likewise, saw no reason for getting excited about a matter which was engaging the attention of the whole community, and was nearly as cautious as its evening contemporary. The Alta was more liberal, but none of the dailies, until some years afterward, countenanced the belief that found almost general acceptance that a lively stock market was a good thing for business. It is interesting, nearly a half century after they were written, to read articles in which the writers solemnly argued that a community cannot get rich by gambling, and that marking up the price of stocks did not increase their value any more than "changing the price tag on a coat would make it a better or more valuable garment."



CHAPTER X

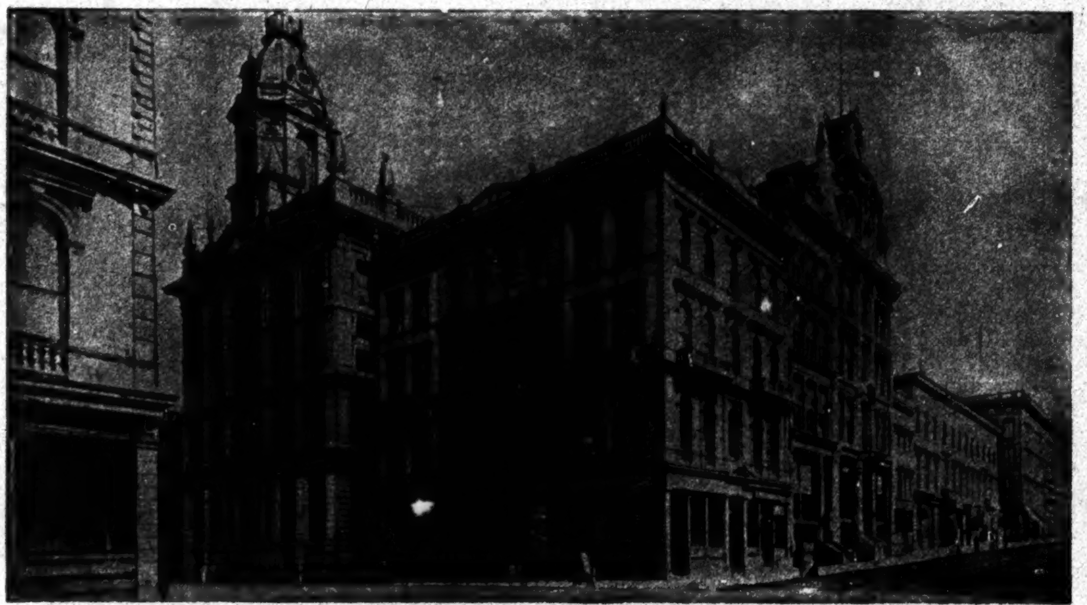
STOCK GAMBLING AND OTHER TROUBLES IN THE SEVENTIES.

Conditions Preceding the Adoption of the Constitution of 1879—Henry George's Connection With The Chronicle—General Protest Against Land Monopoly—Disturbing Results of the Spanish and Mexican Land Grant System—The Revivifying Influence of the Finding of Large Bodies of Ore in Nevada—The Big Bonanza Discovery and Its Effects—The Rage for Gambling in Mining Stocks—Stock Gambling an Excuse for All Delinquencies—The Big Deals Put Over—Men Who Yearned for Misinformation—The Failure of the Bank of California and the Death of Ralston—Manufacturing Enterprises That Did Not Succeed—Early Aspirations for a "City Beautiful" on the Bay of San Francisco—The Industrial Activities of Ralston—The First Irrigation Project and Its Outcome—Abatement of the Speculative Mania—A Milked-Dry Community.

THE failure of superficial observers of the course of events in California to go back far enough in their effort to ascertain the cause of the so-called sand-lot troubles has led to many misconceptions. If the inquiry is to be thorough it must begin in the opening years of the seventies, and it will be found in the editorial comment and in the news columns of the San Francisco press; and perhaps it is not taking an extreme view of the matter to say that an editor who subsequently attained an international reputation as an economic writer started a movement, the progress of which could not be arrested until a complete reform was effected. It does not matter that it was not brought about in the mode he conceived to be proper; the really important thing is the fact that the monopolization of the land which he dwelt upon was broken, and the abuse which he condemned was effectually and permanently done away with in California, which, to his alarmed vision in 1870, presented the spectacle of a great State in the hands of a few landlords, who would ultimately control all the land within its borders.

Henry George's Connection With The Chronicle

The writer referred to was Henry George, author of "Progress and Poverty," who began his literary career, as many others have done, as a typesetter, graduating from the compositor's case to the editor's desk. George was a very earnest and an intensely sympathetic man, and in the position of editor he was disposed to inaugurate crusades against oppressors. In 1873, while acting as editor of the Evening Post, he took up the case of some sailors who had been brutally treated by the captain of the ship Sunrise and his officers. His earnestness and the vigor of the prosecution,



PINE-STREET MINING STOCK EXCHANGE AND MONTGOMERY STREET DURING THE SEVENTIES

which was conducted with the assistance of W. H. L. Barnes, one of the city's foremost attorneys, resulted in the conviction and punishment of the offenders. The case attracted international attention and won a decoration for the attorney, and the editor of the Post received as his reward the applause of the community. Prior to George's connection with the Post he had done some editorial work for The Chronicle, which had, as early as 1869, begun to express its disapprobation of the policy of encouraging land monopoly. The files of The Chronicle between 1870 and 1873 contain several editorials on the land question which were probably written by him, none of which, however, suggest the physiocrat idea of making the entire burden of taxation fall on land. There is one in particular in which the writer expressed views very similar to those which had earlier appeared in an article published in the Overland Monthly over George's signature, in which he predicted that the overland railway, approaching completion, would prove a detriment rather than a benefit to the State of California.

Opposition to Land Monopoly

George and The Chronicle were by no means alone in their antagonism to land monopoly. All the papers recognized the big holdings resulting from the liberal grants made by the Spanish and later by the Mexican government as a great evil, but some of them did not permit the criticism to extend to the gifts made to the overland railroad by Congress. There is nothing surprising about this abstention, for it was supposed that the provision in the subsidy acts which required the corporation to sell the granted lands at a price not exceeding double the minimum charged for Government lands would result in the alternate sections being promptly sold to settlers. It was not foreseen that the device of contract and finance companies, which had enabled the builders of the transcontinental railway to acquire immense fortunes by contracting with themselves, would be employed to successfully lock up the most desirable land so that it might be sold at prices in excess of those fixed by the subsidy act. And, besides, the notions concerning the disposition of Government lands at the time were exceedingly liberal, as the records will show, the opinion generally prevailing that the sooner they passed into the possession of settlers, or into private ownership, without restriction, the better it would be for the country at large.

The Big Bonanza Discovery in 1875

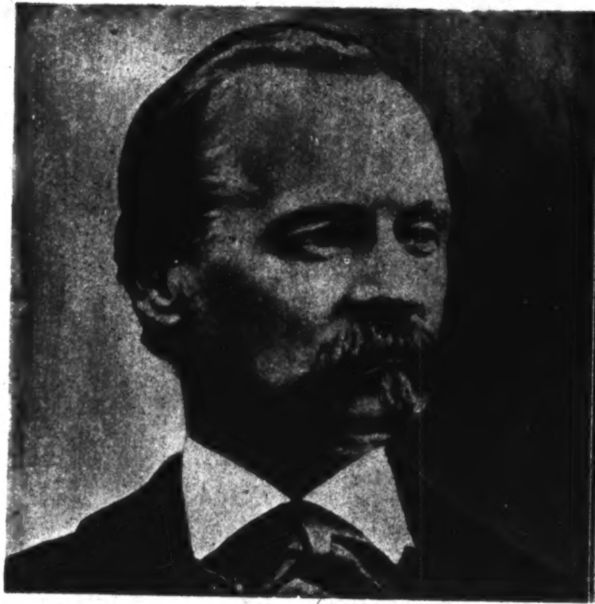
But the most potent influence in diverting attention from reform movements was the sudden change in business conditions produced by a brisk speculative movemet in the mining stock market in 1872, which was accentuated by the discovery of the fabulously rich mines which afterward became known as "The Big Bonanza." This lucky find in 1875 was immediately followed by a fever of speculation which made that of the previous decade seem insignificant by comparison. The Big Bonanza consisted of several mining properties on the Comstock lode in Nevada, known as the Consolidated Virginia. These valuable mines were owned by four men, John W. Mackay, James G. Fair, James C. Flood and William O'Brien. From first to last they produced nearly two hundred million dollars to which must be added about $138,000,000 more taken out of other mines of the Comstock in previous years. It would have been impossible to have injected into the channels of trade so vast a sum without giving a great impetus to business and creating an atmosphere of prosperity fatal to the practice of economy. Easy come, easy go, produced a condition of artificial briskness which did not reckon with the future. Everyone was anxious to get rich, and everyone speculated in the hope that fortune would smile upon him. It was a great gamble in which the dealers used marked cards; the public was not unaware of the nature of the game, nor of the character of the men who shuffled, cut and dealt, but that made no difference. They "sat in," and submitted to being fleeced with a meekness which deservedly earned for them the name lambs, which was contemptuously applied by those who sheared them.

The Mining Stock Gamble

The press for a while was influenced by the glamour produced by the enormous output of the precious metals, and saw little that called for serious deprecation. The objection of the earlier period when a merchant who dabbled in stocks was regarded with suspicion had disappeared, and few escaped the contagion. Everybody bought shares. The minister and his deacons, the master and his servant, the doctor, the lawyer, the mechanic and the day laborer were all eager investors, and watched the reports of the fluctuations of stocks with feverish interest. The established press no longer satisfied the unlimited demand for news and gossip about the mines, and special class papers were called into existence. The little sheet with quotations known as the Stock Report expanded into a good-sized paper, chiefly if not wholly devoted to mining intelligence, and a new candidate for favor, named the Stock Exchange, came into existence. They have both passed away, but during the period when the excitement ran high they were in great demand and were read with much interest, not alone for their mining news, but as well for their bright and breezy comment on current events and the foibles of the actors in the big speculative game. They by no means occupied the center of the stage, for the dailies generally were quick to perceive the eager interest of the community in all things pertaining to the mining game and ministered to it in various ways. The methods of the mine operators were essentially secretive and investigations started for the purpose of learning facts or to expose misrepresentations were common, and it may be added that exposure and truthful information produced little effect on the public, the gambling mania having for the time destroyed its capacity for rational thought and action.

Stocks Did the Mischief

The occurrences of the three or four years while the excitement ran highest would have provided subjects for many a novel, for they realized to the fullest the saying that fact is stranger than fiction, and were suggestive of plots which were hardly imaginable. Fortunes were made and lost overnight; the saloon-keeper of yesterday was the millionaire of tomorrow, and the man in comfortable circumstances who risked the hazard of the game emerged from it stripped. There were tragedies innumerable, and San Francisco's suicide list was abnormally swollen. Did a man go wrong in a business way, the blame was placed on stocks. A trusted treasurer was shy in his accounts some $300,000, and the public did not wonder, for the explanation came promptly that stocks did the mischief. If a corrupt official seemed to be accumulating wealth too rapidly suspicion as to its source was diverted by the information that he had made a winning. The community was easily satisfied and manifested a disposition to regard the basest forms of deception as a joke. A minister was given a tip in con-



WILLIAM SHARON

WILLIAM C. RALSTON

fidence by a wealthy operator. The pointer proved to be a false one, and the generous manipulator with professions of regret made good the divine's loss, but the deacons and the other members of his congregation who shared the information confidentially imparted to him paid the piper.

Wall and Pine Streets Compared

The twentieth century speculator in grain probably gets as much excitement out of a market in which a fraction of a cent represents points, but movements of that sort cannot possibly appeal to the imagination as the tremendous fluctuations in the value of shares expressed in dollars did in the years following the uncovering of the Big Bonanza. The stock of Ophir, quoted at $65 on October 6, 1875, was down to $39 on November 4th. California was depressed from $54 to $21 in an equally brief period. These rapid alternations were not confined to the stocks of the mines known to be productive. Shares of companies concerning which the public had no information other than that which interested parties chose to impart were as eagerly dealt in as if they were dividend-paying concerns. If a strike was made in a productive mine the shares of all the companies located in the neighborhood rose in sympathy. Men seemed to yearn for misinformation and misrepresentation, and regarded with disfavor those who sought to open their eyes to the facts. The manipulators were ready with calumny to assail those who exposed their deception. If a newspaper persistently warned its readers that they were being made the victims of adroit rascals no attempt was made to disprove its accusations; a rejoinder from the accused that the accusing editor had been "stung" sufficed. It did not occur to a community obsessed with the desire for gain to reflect that experience is excellently adapted to qualify a person to give advice.

Failure of the Bank of California

Perhaps the most tragic occurrence of this saturnalia of speculation was the death of W. C. Ralston, the president of the Bank of California, which closely followed the temporary closing of the doors of that institution on the 26th of August, 1875. Ralston's business career was one of exceptional brilliancy. He was untiring in his efforts to promote industry of all kinds, and his desire to stimulate the development of the resources of the State was unbounded. His failures have sometimes been treated as avoidable blunders, but some of them were based on economic ideas usually reckoned as sound. He used his personal funds and those of the bank liberally to stimulate manufacturing. The production of wool was a leading industry of the State, but the raw material was shipped to remote countries to be fashioned into cloth, which was sent back in the form of goods ready for consumption. Ralston sought to correct this economic absurdity by founding the Mission Woolen Mills. The factory succeeded in producing excellent flannel, cloth and blankets, but did not pay as an investment. It was preposterous to bring carriages and wagons thousands of miles when they could be made at home, but the Kimball Carriage Factory, although it turned out fine vehicles, was a financial failure. The West Coast Furniture Company started by him was equally unfortunate. We now know why these ventures failed, and realize that manufacturing cannot be forced in a region with a limited consuming population and a high labor cost, but our knowledge is largely founded on his painful experiences.

That he failed in some enterprises does not detract from the fact that he was the foremost man of his day in San Francisco, standing head and

Promotion of an Irrigation Project

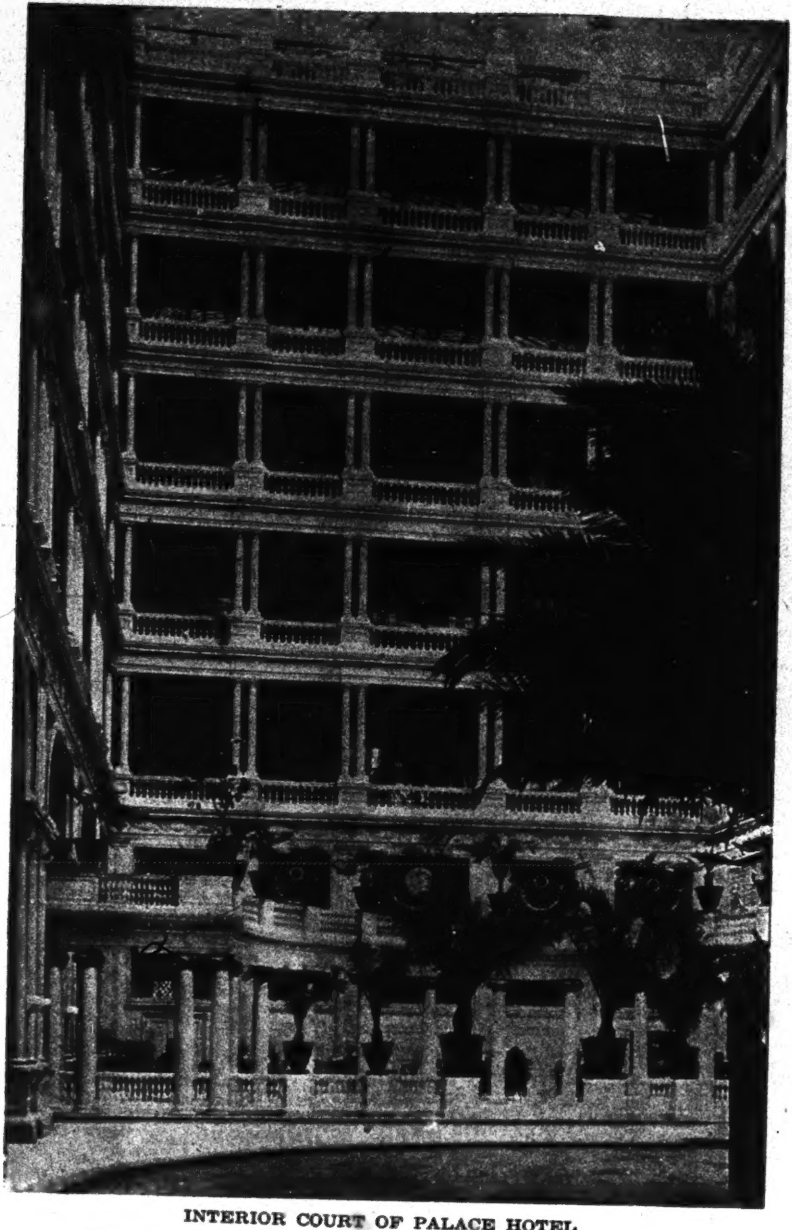
shoulders above his rivals and detractors. In addition to the concerns above enumerated, he was instrumental in promoting many others. He was especially interested in irrigation and long before Californians had broke away from the belief that the future of agriculture was bound up with the cereals he began to stimulate experiments in intensive culture. He was among the most energetic in promoting the project of redeeming the west side of the San Joaquin valley by the construction of a canal which was to lead the waters from Tulare to tidewater. He had unbounded faith in San Francisco and was the first to give practical effect to the claim that it was capable of being made "the Paris of America." He conceived the magnificent project of building the biggest and handsomest hotel in the world, and the conception was nearly realized when he was drowned at Black point on the bay, succeeding the closing of the doors of the bank whose affairs he had controlled for so many years.

Cause of Failure of Bank of California

The failure of the bank was precipitated by a struggle for the control of one of the great mining properties, the contestants being the men who originally had possession of the Bonanza mines. Although the public had unbounded faith in the solidity of the Bank of California, there were occasional doubts expressed respecting the propriety of a man in the position of Ralston engaging in such a contest, but the common assumption that all those heavily interested in the institution were standing together hardly left room for the suspicion that he was acting on his own responsibility. Although Ralston was regarded as a man of immense wealth, capable of taking care of himself, he was generally associated in the popular mind with the group with whom he operated and which was commonly spoken of as the bank crowd. It is not necessary to go into details of the contest in which Ralston was worsted, further than to say that it made a heavy draft on the institution's reserves. So unexpected was the outcome that on the morning of August 26th large deposits were made by well informed operators. But this confidence was disturbed with startling rapidity. At 2 p. m., a small crowd had gathered at the teller's window; at 2:15, a run had developed; at 2:40, Ralston stepped from his private office and ordered the teller to cease paying. The next day the banker, while bathing at Black point, as was his daily practice, was seized with a cramp and was drowned.

A City Divided Into Two Camps

The effect on the community was amazing. The failure and the rapidly following tragedy divided the city into two camps. Concern for the effect of the suspension of payments was subordinated in the minds of the majority by genuine sympathy for the victim of what a later and calmer judgment decided was loose banking practices. A part of the press was sweeping in its denunciations, endeavoring to throw all the blame upon Ralston, disregarding the fact that those interested with him would have cheerfully shared the benefits if he had won out. At first, it was proposed to declare the bank insolvent, but the liability of stockholders act proved an obstacle to such a course and rehabilitation was agreed upon, William Sharon shouldering the chief responsibility. As soon as the affairs of the bank could be thoroughly investigated payments were resumed, and the institution promptly resumed its old-time leading position. On the 4th of November



INTERIOR COURT OF PALACE HOTEL
Erected by W. C. Ralston in 1875, destroyed by fire of 1906.

following the Nevada Bank was started by Flood, O'Brien and Mackay, but it never attained to the financial importance of its rival.

The failure of the Bank of California did not put an end to the speculative game, but there was a visible abatement of the fever and a growing disposition on the part of the people to take an account of stock.

An Abatement of the Speculative Mania

Before the death of Ralston The Chronicle had frequently pointed out the pitfalls prepared for the feet of the unwary, but after that event it was unceasing in its exposure of the false pretenses of manipulators, its most effective work in this regard being statistically accomplished. Day after day articles were published showing how purchasers of stock were duped by the issuance of false statements, and the large amounts paid in the form of assessments, which were consumed in the maintenance of high-priced officials and handsomely appointed offices, were paraded. But, while the statements made were undeniably truthful, it is doubtful whether they would have made much impression if the meretricious appearance of prosperity could have been maintained. That was impossible, however, because the community had been milked dry; and, unfortunately, the lack of diversification of industries had prepared the way for something like a complete breakdown. When the State was visited by a disastrous dry season in 1876-77, it so curtailed production that prosperity fled, and, in its place, there was unemployment, discontent and those uneasy manifestations which are taken for a desire for reform, but, as the sequel in this case shows, are sometimes a realization of the couplet:

The devil was sick, the devil a monk would be;
The devil was well, the devil a monk was he.

CHAPTER XI

THE STORY OF GEORGE M. PINNEY AND A BIG LIBEL SUIT.

Result of Agitation Against Land Monopoly—The Product of the Bonanza Mines—An Extremely Capable Chief Clerk of the Mint—The Meteoric Career of George M. Pinney—Broker, Millionaire, Enlisted Man and a Political Boss All Rolled Into One Personality—Pinney Meets With Reverses and Flees the Country—His Adventurous Voyage to South America—Sends Out S. O. S. Calls, Which Are Not Heeded—Pinney Surrenders Himself as a Deserter From the Navy—Pinney Makes Accusations Which Create a Sensation—Politicians Invoke the Law of Libel—The Chronicle Assailed for Exposing Political Corruption—How an Editor Got Rid of Some Bad Eggs—Pinney Has an Attack of Forgetfulness—Pinney's Financial Operations Cause the Wreck of Several Banks—Creation of a Bank Commission the Result of The Chronicle's Exposures.

THE facts cited establish beyond dispute that the so-called sand-lot troubles did not come from a clear sky. There were evidences of discontent long before the eruption took place, and they were by no means the product of riffraff talk. They were genuine manifestations of dissatisfaction with a condition of affairs which meant mischief and were a source of apprehension to the thoughtful. Henry George's diatribes against land monopolists and the vigorous editorials of The Chronicle may be chargeable with stirring the public mind, but it cannot be urged that they gave an untrue picture of the situation or that their prophecies might not have been fully realized had not the agitation stirred up by them effected a genuine and enduring reform. It is a fact that the bettering of affairs was not accomplished by the adoption of George's panacea, and it is equally certain that The Chronicle did not foresee the method by which land monopoly was eventually rendered impossible in California, but, on the other hand, it is true that the agitation of the seventies paved the way for the adoption of a system of land taxation which made it impossible for the owners of great tracts to preserve them intact.

It has been related how the agitation which seemed to have opened so formidably in 1872 was interrupted by the spasm of prosperity produced by the discovery of the Bonanza mines and the successful workings of other properties on the Comstock, which, according to a computation made by a careful stockbroker, added at least $340,000,000 of the precious metals to the world's stock in the course of a few years, but the conciseness with which the salient facts of the great speculation was presented prevented the mention of some details of a highly interesting character to the student of economics, and still others the relation of which would corroborate the assertion that the city was half crazed by the passion for gambling.

Circumstances Linked Together

It is not essential that the reader should be informed that the caller of one of the stock boards advertised his prosperity by wearing a fresh pair of pantaloons every day in the year, or that it was considered a joke for a flourishing broker to be seen with his wife on the Cliff House road rather than with some other "lady," but, in order to understand clearly the origins of a trouble which caused the closing of several banks, the temporary obscuration of a national party in the State, one of the most bitterly waged wars against a newspaper and which finally played a leading part in causing the adoption of the Constitution of 1879, it will be necessary to relate with some circumstantiality a number of occurrences which, when properly linked together, tell a story abounding in more exciting experiences than can be found between the covers of the most sensational novel.

An Extremely Capable Clerk

During the early part of his incumbency of the position of superintendent of the United States Branch Mint in this city, Oscar H. La Grange had for his chief clerk a man named George M. Pinney. Pinney was a person of exceptional attainments, as the sequel will show. There was no doubt about his competency. All the civil service examiners, aided by a perfect merit system, could not have found a more capable chief clerk. Had Pinney applied his talents exclusively to the performance of his duties he would have been a model functionary, but he had other fish to fry. Whether all of his qualifications were known to those who placed him in his position, or whether he developed them after he became chief clerk, is a matter of doubt, but it is certain that very shortly after he entered the Mint he began to take a hand in local politics, so far as they connected up with the selection of Congressmen and Senators. La Grange, who owed his appointment to President Grant, who knew him as a soldier, was an easy-going sort of individual, who readily fell in with the idea that the chief duty of a Federal official was to help along the men who put him into position. Consequently, he rarely interfered with his principal subordinate, who, in spite of his devotion to politics, seemed to experience no difficulty in running the office.

A Too Many-Sided Functionary

But, despite his proficiency, Pinney was only a man after all, and could not perform the impossible feat of being in several places at one time. He would have experienced little trouble in holding down his chief clerkship job and manipulating local politics concurrently, but when he attempted to combine with those activities that of stockbroker on the floor of an exchange in a period of great excitement, he found that he had his hands more than full and had to be relieved. He was too useful a man to be permitted to get out of politics, so another position was found for him, and this time it was in an office in which there were no strings of duty on him. He was made chief clerk of the naval pay inspector, but under conditions which might have been regarded as a degradation by those who did not know all the circumstances. In order to fill the position, he had to be enlisted in the Navy. The enlistment was merely a formality, for, as the records show, Pinney from the beginning was the boss and Rufus C. Spalding, his nominal superior, was as putty in his hands.

George M. Pinney's Meteoric Career

Pinney, for a while, was very fortunate in mining ventures entered into after his purchase of a seat on the exchange. In 1872 he was supposed to be a millionaire, and it was known that he had an interest in properties in Idaho which were regarded as valuable. But he was not a cautious operator. While not a plunger, he was bold and quite ready to take big risks, and when the Bonanza craze was at its highest he was speculating with great freedom. No one thought of asking where the large sums of money staked by him came from. In the midst of a crowd of frenzied people all bent on getting rich, a bank burglar might have invested his loot if it consisted of marked greenbacks without exciting suspicion, and, for a man who had the reputation of being on "Easy street," and who was supposed to own rich mines in Idaho, it was not thought strange that he should be putting up large sums on margin. Nor was it considered a matter worthy attention or comment that he should be operating with the chief local boss of the Republican party, the man who had the reputation of arranging delicate affairs with the Legislature for the railroad managers, and who enjoyed the intimate friendship of a United States Senator and Congressmen.

Pinney Meets With Reverses

Like many others, who for a while seemed to be riding on the crest of the wave of prosperity, Pinney suffered reverses. His mining adventures in Idaho went to the bad, and the sources of his former supplies of "mud" were dried up, and one fine morning he was numbered among the missing. His sudden disappearance excited little attention on change; there were too many who were dropping out without explanation to create a commotion, and, as no one seemed to be hurt, no fuss was made. Something like a sensation was created in social circles as it was understood that George had deserted his wife, a very estimable woman, and had fled with a disreputable female. The memory of the affair was revived by the steps taken by Mrs. Pinney to secure a divorce, and occasionally San Franciscans were reminded that Pinney was still alive by floating rumors from South America that he was flourishing like a green bay tree, especially in the neighborhood of the high-class gambling houses of the cities of the Latin-American republics, the most persistent of the stories locating him in Valparaiso, Chile.

Pinney's Bargain With the Skipper

Rumor told the truth, but not the whole truth. Pinney did reach Chile, but he was not satisfied with life as he found it in the seaport of Valparaiso. Perhaps he might have been had his former pals continued to pay attention to his demands for money, but they refused to do so, doubtless thinking that a man so far away as Chile could not harm them. They had furnished him with $12,000 when he fled on the British ship Baron Ballantyne on the 1st of September, 1875. This amount, if frugally used, should last a resourceful man like Pinney a long time, they thought, and let it go at that. But Pinney was not frugal, but he was resourceful. That he was not frugal is attested by the fact that when he got tired of the woman who had accompanied him he paid the Captain of the Ballantyne $2000 to put him ashore at Pernambuco. It is said that the bargain was facilitated by the fact that the skipper had become infatuated with the frail one. Be that as it may, Pinney was put ashore in the Brazilian port and thence made his way to Chile, where he enjoyed himself getting rid of the remainder of the amount with which he was staked by his wicked but careless partners.

Pinney's S. O. S. Calls Unanswered

When Pinney's S. O. S. calls went unheeded, he resolved on the course which resulted in making a great deal of exciting and important San Francisco history. He pulled up stakes in Chile and sailed for the United States, and one fine May day in 1877 he made his appearance in the city of Washington. Notwithstanding the fact that he had formerly enjoyed the intimacy of Senators and Representatives, not to speak of numerous Federal officials, he neglected to call upon them, but, instead, marched straight to the Navy Department and there surrendered himself as a deserter. It appears, however, that they were not looking for deserters of his kind, and treated his surrender as a useless formality. But Pinney was, for the moment, disposed to treat it seriously, and sought the correspondent of the San Francisco Chronicle at the national capital. To him Pinney told a story of fear of being arrested that had haunted him for a couple of years or more, and which he had sought to assuage by sailing several thousand miles for the purpose of delivering himself to the authorities. He also told a tale which was telegraphed to The Chronicle, the appearance of which on the morning of May 7, 1877, shook San Francisco from center to circumference, and which caused nearly as great a commotion at the national capital, pointing as it directly did at corrupt practices of naval contractors.

Accusations Made by Pinney

Pinney's relation can be condensed into the statement that he charged certain contractors named Montaigne, Hanscom and Jordan with improperly obtaining large sums of money for repair work alleged to have been done at the Mare Island Navy Yard, and that Senator Aaron A. Sargent and Congressman Horace F. Page knew of the irregularities. He also stated that Page had paid $3 apiece for a number of votes cast for him, and indicated in a general way the existence of a ring which had succeeded in gobbling a vast quantity of arable land under the loose provisions of the desert land act. The accusations fitted in with charges iterated and reiterated by the New York Sun, and which were being investigated by Congress, that large sums of money were being spent under the guise of repairing to build new ships which at that time was accounted a high crime by Democrats, it being the policy of the party, which had a big majority in the House, to discourage the creation of a Navy, at least until they could control its construction. The reason assigned for this attitude was the belief that the Navy Department's affairs were being corruptly administered by the Republican Secretary, Secor Robeson.

The appearance of the dispatch in The Chronicle on the morning of May 7th was the signal for an attempt to have its proprietors criminally indicted in every county in the State, but the effort proved successful in one county only, that of El Dorado, which contained the home town of Page, who had followed the honest occupation of stage driver before he engaged in politics. This forced The Chronicle to incur heavy expenses, its witnesses being compelled to travel great distances in order to testify. The trial was a protracted one and was bitterly contested. The accused men had a number of prominent attorneys and The Chronicle was well repre-

Politicians Invoke the Libel Law

sented on its side by Alexander Campbell and David S. Terry. Pinney was the principal witness, being on the stand several days. During the course of the trial he made many revelations concerning the methods of the men in control of the destinies of the Republican party in California, and of the means adopted by them to improperly secure large tracts of Government land. In his testimony on the first trial he touched upon the methods of the Navy pay inspector's office, and disclosed what was known to only a few at the time, that at least two San Francisco banks held large quantities of worthless paper which had been accepted as security for loans made to him.

The Chronicle's Exposure of Abuses

The first trial resulted in a failure to convict; the proprietors of The Chronicle were not acquitted by the jury, but the people of the State showed their confidence in the paper by greatly adding to its circulation and by converting a big Republican majority in California into a rousing lead for the Democrats. The Chronicle had always been stanchly Republican, but never hesitated to assail what it considered abuses. Very early in its career it had come into collision with the petty municipal bosses, who resented interference with their slatemaking. Following the example of the People's party junta, they sought to put a ticket forward which was filled with objectionable names. Charles de Young protested to the manipulators, who asked him what he was going to do about it, facetiously reminding him that The Chronicle was a Republican paper and would have to stand by the party. It was a late hour at night when he received the refusal to be decent, but not too late to convince the bosses that they had made a mistake. He hurried to the office, called in the Managing Editor and asked him what editorial he had. He was given the titles of several stirring Republican articles, whooping up the national candidates. "I don't want any of them," was the abrupt comment. "Have you nothing else?" "Absolutely nothing," was the reply. As no explanation was made, the Managing Editor ventured to lighten the gloom occasioned by the prospect of being called upon to produce a couple of columns of editorial at midnight by a joke. The Chronicle at the time had a special writer on agricultural subjects who lived in the country, and a batch of his matter had just been received by mail. It was usually redolent of the soil and ponderously technical, for he was a real farmer, so the M. E. supplemented his statement that there was nothing with the information that he had "Stockton's manure," the name by which the ribald compositor designated Mr. Stockton's contribution. "Just the thing," said Mr. de Young, slapping his thigh. And the next morning The Chronicle appeared with a learned discussion of different brands of fertilizers, an eloquent appeal to plow deeply, and other abstruse comment, but not a word of politics. The hint was taken, and the objectionable impossibles were taken off the ticket.

Perhaps the political fortunes of the men who dragged The Chronicle to Placerville would have been better served if its proprietors had been acquitted. But they were insistent upon a second trial, and that forced the paper to exert itself to the utmost to fortify the charges made by Pinney, for there were signs that he had accomplished his purpose and that some sort of an understanding had been reached with those with whom he had been at variance. When first on the stand Pinney told a straightforward story and showed a marvelous memory for dates and minute occurrences; when testifying at the second trial he developed as great a capacity for forgetting as he had had earlier for remembering, and The Chronicle was nearly put in the awkward position of discrediting its chief witness. Nevertheless, the prosecution failed, the jury disagreeing, as in the first case. It is impossible to tell just what influences were used to "pull down" Pinney, but a guess may be ventured that it was in some way connected with the fact that civil suits were instituted by the banks that had accommodated him when he was dealing in stocks. It was a forlorn hope, but their managers evidently believed that Pinney, if pressed, would present evidence which would connect solvent persons with his transactions. The attempt failed, however, but it succeeded in depriving The Chronicle of its chief witness. He went back on his word, and struck hands with the men on whom he had "peached."

Pinney Loses His Memory

The banks never recovered a cent from Pinney or his partners. The paper on which they had loaned so freely was worthless, but it was so cunningly devised that it might have deceived men more cautious than San Francisco bankers were during the seventies. It had the sanction of the Secretary of the Navy and was known as Navy pay certificates. This designation sounded well, for the certificates plainly recited that the amounts they represented would be paid when funds should be available. They purported to be issued to the contractors Montaigne, Hanscom and Jordan, but whether the latter were always cognizant of the use of their names has not been divulged. The mess was too nasty to be stirred up much, and the civil suits were not pushed and were finally sidetracked. The banks most seriously involved were the Saving and Loan Society and the Masonic Bank, the two holding Pinney's notes secured by the "fake" certificates to the amount of half a million dollars. Pinney's exposure and the vigorous demands of The Chronicle for a better system of bank examination resulted in the creation of a commission by the Legislature of 1877-78, which did some effective work. Its inquiries divulged the extreme weakness of several banks, whose doors were closed by the Commissioners.

Several Banks Are Wrecked

Prior to the creation of this Bank Commission, there was absolutely no public supervision of the affairs of California financial institutions. The law required that reports should be made at regular intervals, but there was no one to challenge their accuracy, and depositors were in the dark respecting the real status of the institutions to which they entrusted their money. They were called upon to exhibit a degree of confidence which would be regarded as amazing nowadays. The Bank Commission act of 1877-78, however, was only a half-way reform, because of the parsimony of the Legislature, which refused to make adequate provision for clerical services, and, as this narrative progresses, it will be seen that the same fault was responsible for the failure of a provision of the Constitution of 1879 to anticipate the regulative activities of the Interstate Commerce Commission. The people saw clearly the necessity for the application of restraining measures to curb the rapacity of the transportation corporations, and created a body and gave it ample powers to carry out the popular will;

No Public Supervision of Banks

but, as soon as they had accomplished that much, they ceased their efforts, elected men to the Legislature who were obedient servants of the railroad and accepted as Railroad Commissioners and members of the Board of Equalization men practically nominated by organizations who were to be subjected to their surveillance.

CHAPTER XII

THE CHRONICLE'S SUCCESSFUL FIGHT FOR THE CONSTITUTION OF 1879.

A Misrepresented Organic Law—Assaults on the Men Who Framed It—The Unreasoning Fears and Unscrupulous Methods of Its Opponents—The Chronicle's Vigorous Fight for the Instrument—Big Sums of Money Expended to Beat the New Organic Law—Fruitless Efforts to Muzzle The Chronicle—Threats of Withdrawal of Patronage Fail to Intimidate—The Charge That It Was a Sand-Lot Instrument Refuted—Framed by the Best Legal Talent of California—The Chronicle's Defense of the Freedom of the Press—Composition of the Constitutional Convention—A Thoroughly Discussed Document—Settling a Question of Newspaper Makeup—Meetings Organized by M. H. de Young—A Big Meeting in the Mechanics' Pavilion—Victory Celebrated by Fireworks.

CONSTITUTION OF 1879

THERE probably never was a more misrepresented and misunderstood political instrument than the Constitution adopted by the people of California on the 7th of May, 1879. Embracing, as it did, nearly every reform the American people are now seeking to bring about, it was denounced throughout the length and breadth of the land as a mob-inspired monstrosity, and for many years was held up as an awful example of what can be accomplished by agitators when the electorate cuts loose from "born" leaders and tries to make laws for itself. It would seem impossible that men and their work could be as wantonly libeled as were the framers of the Constitution of 1879, and the product of their long and arduous labors, in these days when printer's ink makes it possible easily to ascertain the facts concerning any event of enough consequence to be fully reported, but it was chiefly because so much attention was devoted to the instrument by the newspapers that the truth about it was obscured. There was so much evidence that men shrunk from studying it. Even a historian of the standing of Bryce, confessed, in acknowledging a blunder committed by him in discussing the subject, that he had neglected to examine the only evidence available—that contained in the files of contemporary newspapers—because to have done so would have consumed too much of his valuable time.

It is now indisputable that the allegations made when the uproar against the sand lot was loudest were false, and that the men who opposed the adoption of the instrument did so because in most cases they were the victims of an unreasoning fear that an attempt to curb the aggressions of corporations would prove destructive to business. This was the view taken by the representatives of all the "interests," whose members organized themselves for the purpose of fighting the instrument and raised a large sum of money, which, in a spirit of braggadocio, they declared was big enough utterly to wipe out the agrarian and socialistic spirit which they said was halting the progress of California and driving capital from the State. The sum commonly named as being at the command of those conducting the campaign against the "new" Constitution was $750,000, and the probabilities favor the belief that the amount was not greatly exaggerated. It was used to hire halls and speakers and to buy space in newspapers. Every journal in San Francisco but one was secured for the work of assault, and while the opinions of the editors may have been honestly expressed, it is nevertheless true that they temporarily profited by turning over a large part of their papers to the bureau for a consideration.

Victims of an Unreasoning Fear

The one paper which advocated the adoption of the instrument was the San Francisco Chronicle. Undeterred by menaces, and unmoved by promises, it took on its shoulders the herculean task of answering all the arguments and misrepresentations directed against the instrument by all the so-called "leading" journals of the State. It was a stupendous job and at the outset it practically had no support, but, as the campaign advanced and the people became aroused, the paper succeeded in securing assistance, for it also found it necessary to effect an organization, hire halls and induce speakers to lay before voters the arguments in favor of the adoption of the new organic law. The financing of the movement for adoption was wholly assumed by Charles and M. H. de Young and backed by the resources of their paper, the San Francisco Chronicle. Its efforts were sometimes referred to derisively, but it was impossible to charge that it was helped by the "interests," for they were all on the other side. The only support received was that which the people gave, but in the end it proved more profitable than that accepted by the other papers from the railroad, the insurance companies, the banks, the gas companies, the water company and practically every capitalist, merchant and business man of consequence in the city, who were all lined up against the instrument.

A Stupendous Job Undertaken by The Chronicle

It was a trying decision for the two brothers de Young to make, and there was more than one conference before it was reached. Virtually to assume an attitude of opposition toward the elements of a community from which a newspaper derives the main part of its direct support required nerve. Under ordinary circumstances, the business part of a community does not seek to interfere even remotely with the policy of a newspaper. Only two such blunders have been made in California. The first was when the Vigilantes attempted to drive the Herald out of business in 1856, an act which the sagacious leader, William T. Coleman, condemned, and that of 1879, when pressure was exerted on advertisers to induce them to withdraw their patronage from The Chronicle. The first effort was practically successful, for the Herald died a lingering death. That directed against The Chronicle had a different outcome. When intelligence was brought to its proprietors by patrons who objected to underhand methods, that a committee of women, headed by the wife of a prominent railroad official, was threatening withdrawal of patronage from merchants advertising in

Trying to Muzzle The Chronicle

C

DENNIS KEARNEY
The Sand Lot agitator of the seventies.

The Chronicle, the bold announcement was made that The Chronicle proposed to discuss the Constitution on its merits, and that if any attempt was made to interfere with it doing so, it would resent it, or, to put it plainly, if it was struck it would strike back with all the vigor at its command.

It Was Not a Sand-Lot Instrument

The intimation sufficed; the intimidating committee was called off and during the remainder of the campaign the bureau trusted to defamation and such arguments as it could advance to encompass the defeat of the instrument. The silly lie most persistently iterated was that which misled the East and caused it to condemn the proposed organic law without giving it so much as cursory attention. That any Eastern editor who denounced it as a sand-lot document ever read it through is inconceivable. The comment in the most prominent journals was silly twaddle, and could all be boiled down into a declaration of belief that the mob had taken possession of California. The Eastern press simply accepted the accusations of the bureau formed by the interests as facts. That they should have done so is, perhaps, not surprising, for the weight of so-called respectability was in the scales against aspirations for reform; but it is cause for wonder that an investigator of the standing of the author of the American Commonwealth should have accepted statements so easily disproved.

Framed by the Best Legal Talent

The Constitution of 1879 was not the product of the sand lot; it was framed by the best legal talent of the State, and it voiced the demand of the people for a system of taxation which would destroy the tendency to hold immense tracts of land in the ownership of single individuals, and responded to the urgent need for the regulation of transportation and other corporations. The movement in favor of holding a convention was started years before the name of Denis Kearney became known and before the sand lot was used as a meeting place. On the night of September 7, 1877, Kearney made a speech in Dashaway Hall and announced that a meeting would be held on the lot in front of the City Hall, then in process of construction, on the following Sunday. But two years earlier resolutions had been adopted by the Senate and Assembly of the Legislature of 1875-76 denouncing land monopoly, and, on the 3d of April, 1876, an act was passed authorizing the submission to the people of a proposal to hold a Constitutional Convention. The election was held on the 5th of September, 1877, and the proposal was carried by a vote of 73,460 in favor, 44,200 voting against. In conformity with the provision of the existing Constitution, the Legislature of 1877-78 passed an act calling the convention and ordering an election of delegates, which was held on June 19, 1878.

A Reforming Legislature

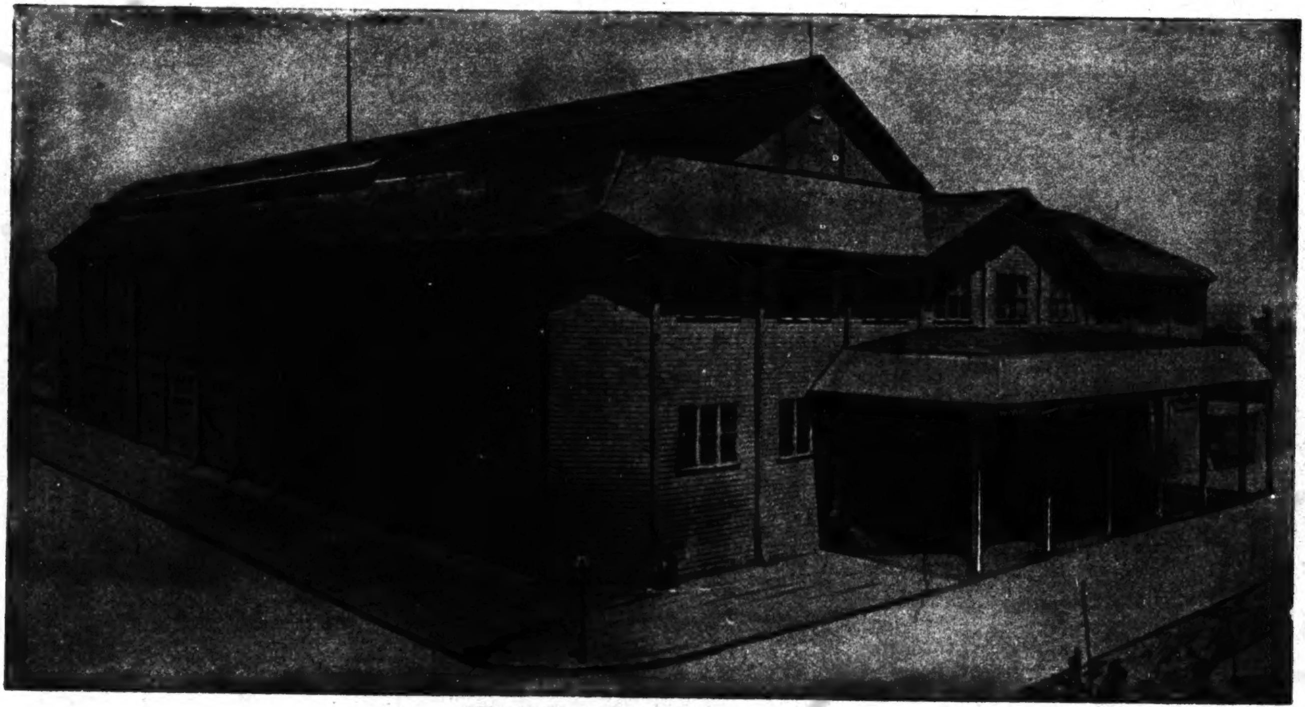
Bryce's indictment of California Legislatures, that they were composed of mediocre men and were hopelessly inefficient and often extremely corrupt, while in the main correct, did not accurately describe the body which assembled in December, 1877. The session was productive of several reform measures, and members seemed animated by a desire to remedy land abuses. It is true that many were under the domination of the railroad, but there was a vigorous opposition to the attempt of Stanford, who personally supervised the operations of a lobby which sought to put through legislation desired by the railroad. It was at this session that Grove L. Johnson, the father of Hiram, introduced an act in the Assembly which had for its object the muzzling of the press. It was known as the retraction law, and was justly suspected of being inspired by the desire to gag The Chronicle, whose course had made it obnoxious to the interests and especially to the Central Pacific managers. The Chronicle defended the freedom of the press with its characteristic vigor, and succeeded in beating the measure in the House, in which it originated. It followed up its victory by an assault on the privilege which rascals had thitherto enjoyed of persuading Grand Juries in several counties to bring indictments simultaneously against publishers of newspapers, and had placed on the statute books a law which limited the place of action to one county only. This principle was subsequently embodied in the Constitution of 1879, which recites that "indictments found, or information laid, for publication in newspapers, shall be tried in the county where such newspapers have their publication office, or in the county where the party alleged to be libeled resided at the time of the alleged publication, unless the place of trial shall be changed for good cause."

A Thoroughly Discussed Document

The convention finished its work on the 3d of March, 1879, and the Constitution was submitted as a whole to the electorate of the State on May 7, 1879. It was printed in its entirety in the newpapers, and during the sixty-five days between its submission and the election it received a more thorough discussion than any document ever submitted to the voters of this country. There were some of its provisions that received more attention than others, but none was ignored. When The Chronicle went into the contest, it did so with the intention of winning. The de Youngs were satisfied that it embodied the principal reforms for which they had contended when they decided upon advocating its adoption. If they had had any doubts on the subject they would have been speedily resolved by the action of the combined interests in forming a bureau equipped with $750,000 to beat the new Constitution. They had an uphill job before them, but they never faltered. Day after day their paper discussed every phase of the rather voluminous instrument. Column upon column was devoted to argument and the editorial rooms were converted into a bureau of information. It was no unusual thing during the noon hour for men to abridge their lunch for the purpose of having some moot point resolved by the editor in order that they might successfully controvert an argument advanced by an antagonist.

A Completely Engrossed Paper

Never was a paper so completely engrossed by one subject as The Chronicle was during the sixty-five days between March 3d and May 7th, 1879. An article written by one of the editors, captioned, "One Hundred and One Reasons Why the New Constitution Should Be Adopted," was submitted to Charles de Young, who directed that it be used the next morning. The pressure of other matter was so great the editor concluded that it could be held over until the following day. About midnight Mr. de Young appeared in the office and asked what position had been given the 101 article. He was told that it had been crowded out. "It must go," he repeated. "Come and show me where to put it," demanded the editor who added that there were already some thirteen columns of new Constitution matter in the paper and little else but advertisements. They adjourned to the composition room and inspected the forms. It was a hard problem he was



THE FIFTH MECHANICS' PAVILION

On the corner of Mission and Eighth streets, in which the great meeting advocating the adoption of the Constitution of 1879 was held.

called upon to solve, but the solution came promptly. "Take out this, and this, and this," he said, rapidly indicating a number of features on the last page; and the next morning The Chronicle appeared minus the bulk of its commercial matter. "They won't miss it," he remarked, "they (the public) are thinking too much about beating us to pay much attention to markets and stocks." His brother, M. H. de Young, was called upon to display equal energy in another field. On him devolved the work of organizing meetings and securing meeting places, in the city and elsewhere. The task was not a light one. The bureau of the interests early in the discussion deliberately hired every obtainable hall for the purpose of shutting out the advocates of the new Constitution. They forgot the Mechanics' Pavilion, Mr. de Young secured it, and the biggest indoor meeting ever convened in California was held under its roof. The floor area was so large that there were practically three meetings in full blast at once, there being enough speakers to go around.

Fireworks in Readiness for Victory

When the morning of May 7th arrived, M. H. de Young was so confident of success he laid in a stock of fireworks for the purpose of celebrating the victory. There being but one proposition, the vote was easily and quickly counted, and the night was still young when bombs, skyrockets, roman candles and red fire announced to the people of San Francisco that the new Constitution had been adopted by a decisive majority. The vote was an unusually full one, 145,093 out of a total of 161,000 qualified electors casting their ballots. When the vote was finally canvassed, it was learned that the instrument had been adopted by a majority of 10,825. Words cannot describe the disappointment and chagrin of the men operating the bureau. They had derided the influence of The Chronicle and laughed at its predictions of success. They did not realize that, for the time at least, the people of California were bent on securing the reforms which the new Constitution promised them. Their astonishment was so great that they forgot that in denouncing The Chronicle for bringing about the result they were paying the paper an unequivocal compliment, which it deserved, and that at the same time they were advertising the fact that its rivals were destitute of real influence.

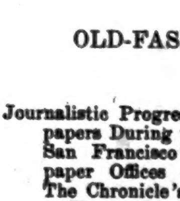
Constitution Deserved Support It Received

The Constitution of 1879 deserved the support which the people gave it, for it provided the means to effect every reform demanded by them. It created a Railroad Commission with powers as plenary as those conferred upon the Interstate Commerce Commission by Congress, or by the body which now effectively restrains the transportation companies of the State. It created a State Board of Equalization which, had not a corrupt court deliberately misinterpreted the provisions of the article creating it, must have completely eradicated the practice of favoring large landowners at the expense of the general taxpayer, and which, even after its emasculation, sufficed to remove the chief abuses which raised the cry of unequal taxation and made the growth of land monopoly impossible. The adoption of the Constitution of 1879 was followed by the cry that it was driving capital out of the State. It is true that some owners of money left California, but they were chiefly of the sort the State was well rid of, and, besides, they had milked the kind of people upon whom they preyed dry. Their departure was so speedily followed by an era of prosperity that a careless writer might easily fall into the blunder of assuming that their exit had something to do with the change for the better, if he were not warned that the true cause was the sudden awakening to the fact that it pays a people better to devote their energies to the development of resources than it does to speculate or sit in a game with men who hold marked cards.

CHAPTER XIII

OLD-FASHIONED METHODS OF NEWSPAPERING DISAPPEARING.

Journalistic Progress in San Francisco—History in Outline—Appearance of Newspapers During the Seventies—Breaking Away From Conventionalized Methods—San Francisco's First Eight-Page Paper—An Old-Time Supplement—Newspaper Offices on Side Streets—Publication Center in Unsavory Quarters—The Chronicle's Bold Move to Kearny Street—First San Francisco Newspaper to Have a Real Home of Its Own—Newspapers That Lacked Confidence in the Future—Changes in Ownership of Papers—The Bulletin and Call Under Pickering, Fitch and Simonton—Printing on a Hand-Fed Press—Highly-Paid Hand Composition—Newspaper Career of Henry George—Robert Louis Stevenson and the Newspapers—Bryce's Opinion of The Chronicle—Writers With Imagination—The Pioneer Sunday Magazine of the Daily Press of America—Reporting Sports and Sport News—San Francisco's First Sporting Editor—Newspaper Staffs Recruited From the Pulpit, the Schoolroom and the Bar—The Chronicle a Training School—Expounders of "Sound" Democratic Doctrine—Founding of the Argonaut—The News Letter and Its Writers—Samuel Seabough a Forceful Editorial Writer—Boosting a Senatorial Candidate and Its Results—The Chronicle Gets a New Managing Editor.



ONE swallow does not make a summer, nor does the recital of a single episode in the career of a great journal convey to the reader an accurate impression of the steps by which it reached the position and influence that enabled it to make an almost single-handed fight against the combined interests of California. Neither is it possible by reviewing the growth of a single paper to tell a story complete in all of its details of the progress of journalism in San Francisco. That could be done only by following the course of each journal from the date of its first issue down to the present time, an almost impossible feat, even if its performance were desirable. It is feasible, however, to give the reader a tolerably comprehensive idea of the expansion of the modern newspaper by using the career of a typical journal as an illustration of the processes by which distinction is achieved and a place won among the great publications of the world. The Chronicle may fairly be placed in this class, and the description of its exploits and growth, even when the connection between them and the development of the city in which it is published is not always perfectly clear, will convey to the acute reader a distinct impression of the causes that contributed to the alternations of prosperity and adversity of the community.

But there is much in the story of the growth of a newspaper such as The Chronicle that is so closely linked up with the history of the city that

History in Outline

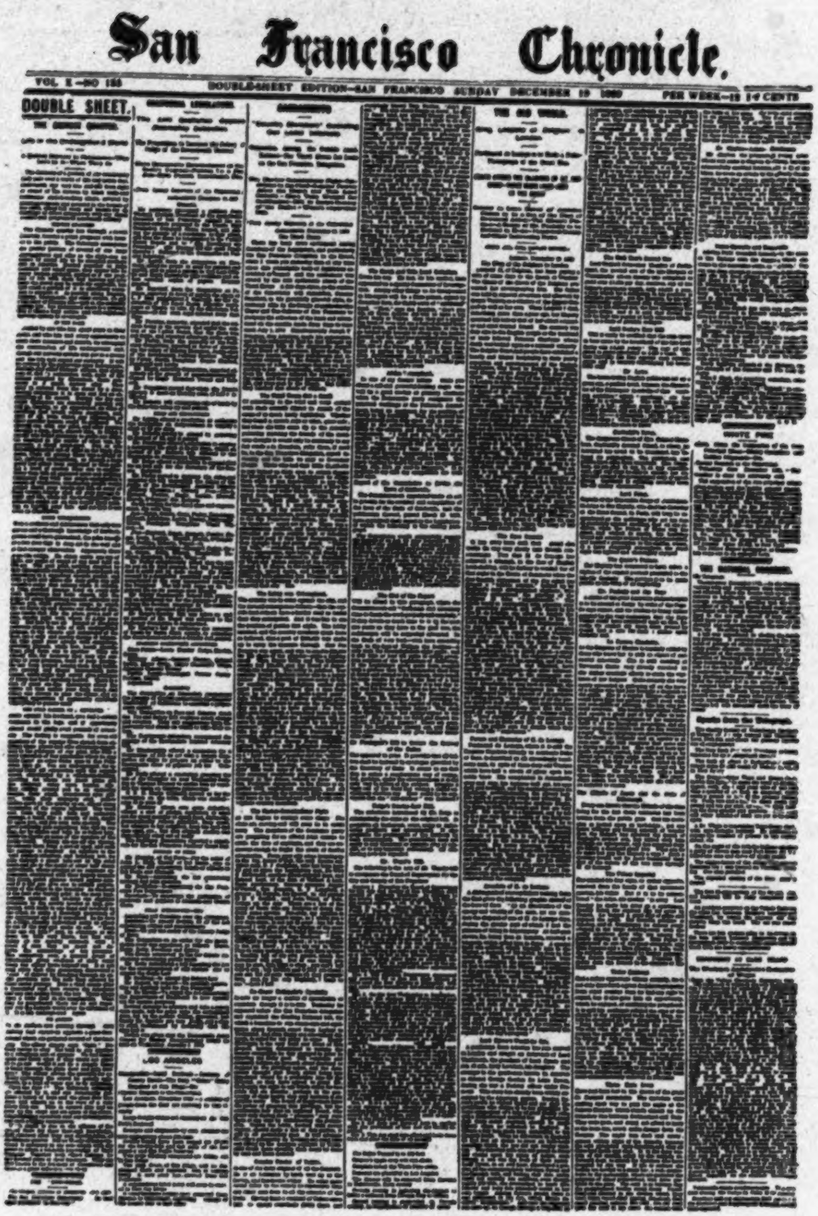
its narration must bear some resemblance to historical writing. In the nature of things, however, the picture must be a mere outline, for events will be referred to which when they occurred occupied columns and pages in the recital of their details, but which must be dismissed with a few lines, even when the more important happenings have been culled from the vast number recorded during the fifty years since the birth of the paper. There will also be descriptions in such a narration of innovations in journalism made from time to time during the past fifty years which will be recognized by those in the profession as part of the experience of every growing newspaper, and some for which the claim will be made that The Chronicle was the first to institute them. Whenever such a claim is made, it will be accompanied by corroborative dates, and the reason for assuming priority will be given.

Papers That Looked Much Alike

In an earlier chapter, the appearance of the daily San Francisco papers was described as very conventional. Those in the business saw peculiarities in their publications, but to the average reader, excepting so far as size differentiated them, the various sheets must have looked very much alike. They used type of the same sort, and the distaste for display was shared by all. They were not as fearful of telling in head lines the contents of articles as the Philadelphia Ledger, which during the Civil War occasionally headed a bit of startling intelligence, "Important, If True," and let it go at that; but they were very chary of repetition, and assumed that people who bought papers did so to read what was printed in them, and that it was entirely superfluous to tell the story twice. Perhaps the fact that it was a less busy age than the present accounted for the absence of detail in heads, but it is more than likely that the poverty of uncultivated imagination was responsible for such uninformative heads as "Miscellaneous," "General News," "Coast Intelligence," "Eastern Telegrams," and, occasionally, the very interesting announcement "By Wire," which was evidently supposed to be a sufficient voucher that what followed would be worth reading and, therefore, "like good wine, required no bush."

Breaking Away From Old Methods

The Chronicle, even in the days when it maintained the prefix "Dramatic," showed a disposition to break away from the very serious set head and tried to convey an idea of the contents of an item in its caption. The conundrum habit had a great vogue in the late sixties, and during the seventies, and was responsible for numerous queer heads whose meanings are difficult to guess because we have lost the key to the riddles. There was also a pronounced tendency to add piquancy to the heading of an item by using nicknames, or referring to eminent citizens as Tom This or Bill That, and the modern investigator is confronted with numerous obscurities, due to the use of slang which has long since lost its familiarity. But these were mere verbal departures. The form of the head was regulated and as rigorously adhered to as the laws of the Medes and the Persians. The composition room may have had something to do with this adherence to the stereotyped head, but, whatever the cause, it was not departed from for many years, and when a departure was made it was not in the direction of varying the type as is now the practice in most papers, but by increasing the number of lines of heading, all of which were set in modest type.



San Francisco Chronicle.

DOUBLE SHEET.

TITLE PAGE OF FIRST EIGHT-PAGE PAPER PRINTED IN SAN FRANCISCO

San Francisco's First Eight-Page Paper

On December 19, 1869, The Chronicle printed an eight-page edition for which the claim was made that it was the largest paper ever issued in San Francisco up to that date. It was a Sunday issue and represented a brave attempt to anticipate the modern Sunday magazine. Such original articles as it contained were from local contributors. The editor of those days was working in a restricted field. The number of trained writers was relatively small and the propensity to break into print had not yet developed. There were no syndicates, and the Eastern press was not very far in advance of that of the West, so far as matter of a real or near literary character was concerned. The New York Ledger, Street and Smith's Weekly, Gleason's Literary Companion and "Dime Novels" were still the favorite literary pabulum on the other side of the Rockies, and the California editor who sought to make an interesting paper with a pair of scissors, a paste pot and a pile of Eastern exchanges had a hard time of it, and his paper exhibited the fact plainly. Some time in the late sixties the Evening Bulletin began to issue a two-page supplement, almost wholly devoted to the reproduction of matter derived from other papers. It usually started a page with a short story, the remainder of the two pages being made up of excerpts from magazines and reviews. The selections were well made and the supplement was held in great esteem by the serious-minded, who found plenty of good information, but the major part of it was from European publications.

Newspaper Offices on Side Streets

This feature of the Bulletin was maintained until the sale of the paper by its owner, George K. Fitch, and a copy of it produced in 1870 presented the same appearance, typographically and otherwise as it did twenty-five years later. This conservatism exhibited itself as well in the daily Call, edited by his partner, Loring Pickering, and in the methods of the two editors in securing the results at which they aimed. The Call and the Bulletin had their business offices on Montgomery street, and their mechanical and editorial rooms were on Clay street, between Montgomery and Sansome, a neighborhood much affected by the San Francisco press until 1879, when The Chronicle occupied its new building on the corner of Kearny and Bush streets. There was nothing pretentious about the quarters of the two publications of Messrs. Pickering and Fitch. Clay street, in that portion in which the newspapers had established their mechanical and editorial departments had long been favored by vegetable and poultry dealers, and there was a particularly unsavory market in the block between Montgomery and Sansome. Only the careful observer passing along the narrow thoroughfare would note the modest sign in a dingy hallway bearing the simple legend "Editorial Rooms." This brief announcement sufficed to discover to the seeker where three of the leading morning papers were made. The Alta, which still flourished throughout the seventies, did not divorce its publication office from its printing department and editorial rooms, but so far as advertising itself was concerned, it did not make a much braver showing in its California-street quarters than its rivals, and, like them, it enjoyed the odors of a near-by general market.

This retiring disposition is explained by the fact that until Mr. de Young made his bold move of constructing a building especially adapted to the needs of a newspaper, publishers seemed to be possessed of the idea

Newspapers Afraid of the Future

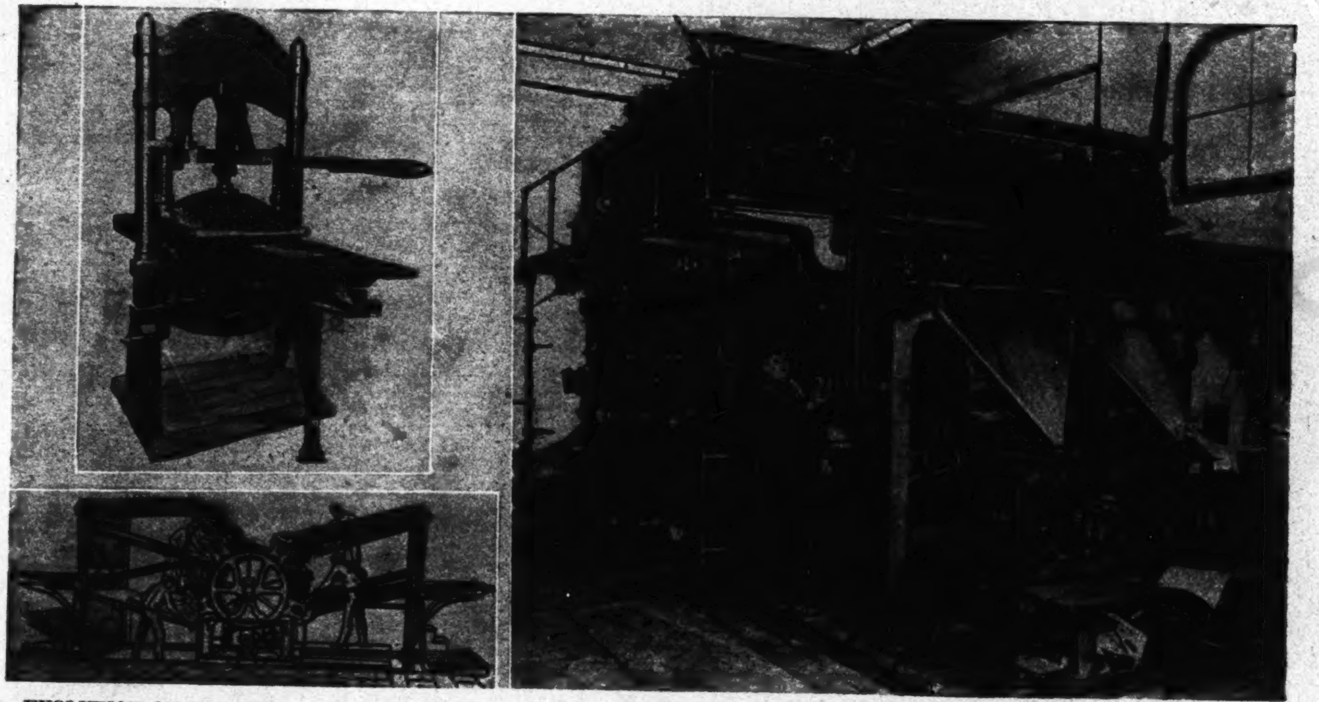
that any makeshift place would serve the purpose of getting out a daily paper, and, considering all the circumstances, they were justified in the assumption, for the making of a newspaper during the years prior to the opening of the decade 1880-90 was a comparatively simple affair, and publishers catered for a not very exacting public, or at least one which had not acquired the idea that innovation stood for improvement. The printers who started the Morning Call in 1856 were very modest in their aspirations. One of the number. who subsequently dropped out and established himself in Victoria, B. C., later remarked that they were "men who put on no frills." Their object was to print a newspaper on lines familiar to them, and it is probable that the thought that there might be a great change in methods never occurred to them. It would have been surprising if a cooperative body, made up of men with scarcely any capital, had entertained a more ambitious aim than to make a living out of their venture.

Mutations of San Francisco Journalism

That, indeed, was their purpose, a fact attested by the ease with which they were induced to surrender their shares when they received what they considered good offers for them. In 1867 Pickering began to acquire an interest in the Morning Call, and in the course of a couple of years the men who started the paper had disposed of their entire holdings in the concern. Pickering had been associated with Fitch as early as 1852 in the publication of a paper in Sacramento, known as the Times-Transcript, which was later removed to San Francisco, when the glories of the city nearest the placer diggings began to pale before the rising commercial importance of the port on the bay. They sold the Times shortly after its removal to San Francisco and bought the Alta California, which, in turn, they disposed of to Frederick W. McCrellish. The Alta during its career underwent many changes and had numerous owners. It was once the property of David C. Broderick, who, however, only maintained his interest in it long enough to carry through some of his political undertakings. Its era of greatest prosperity was that enjoyed when the business interests of the city withdrew their patronage from the Herald in 1856 at the instance of the Vigilance Committee. After the sale of the Alta to McCrellish, the partnership of Pickering and Fitch was severed and the former went to Europe, where he spent several years.

Policies of the Bulletin and Call

When Pickering acquired control of the Morning Call the old-time partnership with Fitch was resumed. J. W. Simonton, who was previously associated with them, also engaged in the venture. Most of the time of the latter, however, was spent in the East or devoted to the New York Associated Press, one of the numerous news gathering concerns subsequently amalgamated into a national association. The conduct of the Bulletin, which ceased to issue a morning edition, devolved on Fitch, and the Call was looked after specially by Pickering. The two editors, who managed to maintain policies which may have appeared divergent to the uncritical as it was disclosed in their respective papers, were really very harmonious and understood each other perfectly. They worked in the same room, sitting at desks almost side by side. They were not very fastidious concerning their surroundings. Ella Sterling Cummings, in her "Story of the Files," has given us a description of the sanctum. It was an inside room, lighted by a



EVOLUTION OF THE PRINTING PRESS: WASHINGTON HAND, HOE FOUR-CYLINDER AND MODERN PERFECTING PRESS

skylight, which, on the occasion of her visit, was in such a leaky condition that a puddle of water stood on the floor. Their quarters, however, were no better than those assigned to the remainder of the editorial force; those occupied by the compositors were far superior, for they boasted light and ventilation from the noisome street.

Clay Street a Publication Center

The Chronicle's editorial and composition rooms were situated on the same side of Clay street and resembled in a general way those of its two competitors, for the rivalry between the papers at that time was not confined to the morning editions. Like the Call's editorial rooms, those of The Chronicle were situated in the rear part of the second floor, light and air being reserved for the compositors. The pressrooms of the paper were on the ground floor of the premises in the rear of the Clay-street building, and opened out on Sacramento street. During the seventies, The Chronicle was using a four-cylinder press, the printing for a considerable period being from the type on flat sheets of paper, which were folded with a special machine. Before growing circulation had suggested to The Chronicle proprietors the desirability of the perfecting press the Call had installed a French machine which was the first and last of the sort brought to the Coast, and was one of the few modern presses imported into the United States from Europe. The possession by the Call of this fast French press failed to have the effect which the installation of two Hoe perfecting presses by The Chronicle produced a few years later. There was no disposition manifested by its owners to increase the size of their issues, and the Call and Bulletin continued to be put forth as four-page papers. This lack of enterprise practically put The Chronicle's four-cylinder press in the running and permitted its owners to turn out a larger edition than its rivals. But while there was no trouble on this score there was much in the matter of time which had to be remedied by the introduction of faster machines and the stereotyping process. Before that was resorted to columns of type were attached to the surface of a rapidly revolving cylinder, against which the sheets of paper were carried on impression cylinders to the surface of the revolving cylinder, the feeding being done by hand. The process, compared with that of the perfecting press, which permits the use of an indefinite number of plates produced by stereotyping from one or more forms, seems slow, but the multiplication of cylinders and the practices of printing four-page papers permitted the issuance of editions which seemed numerically formidable in those days.

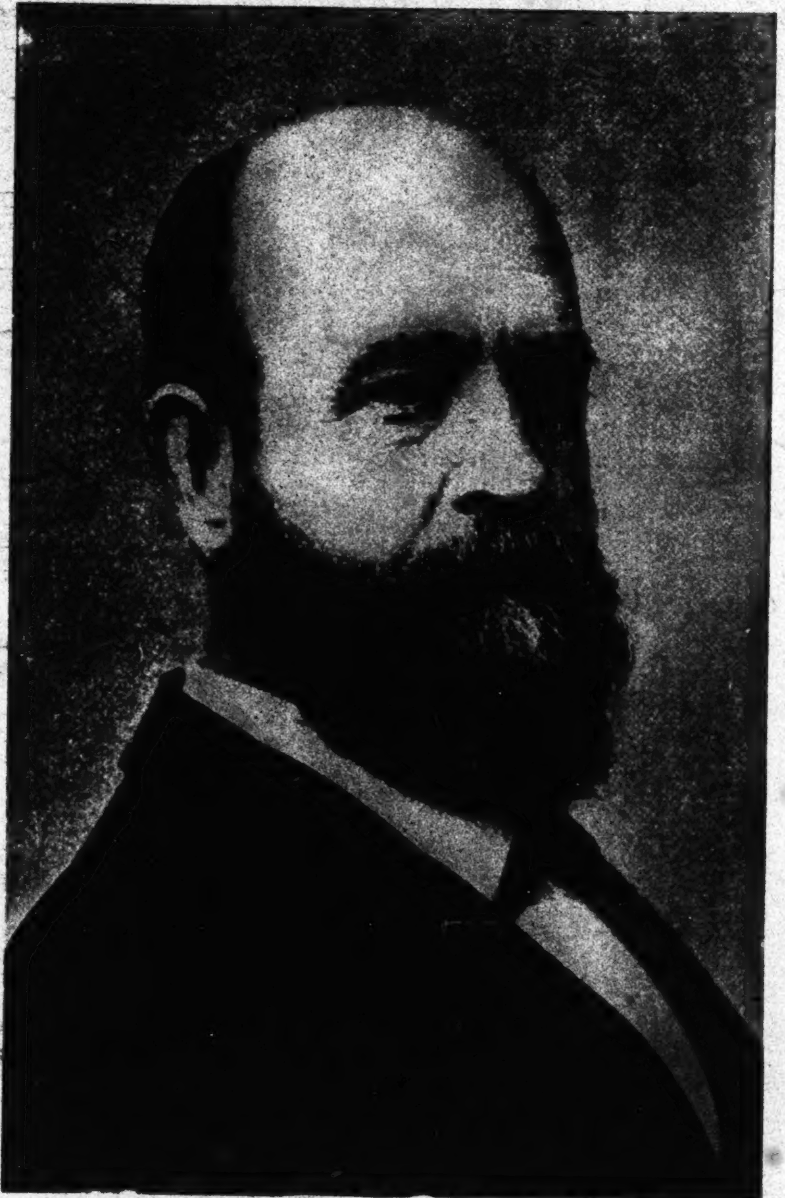
Highly-Paid Hand Composition

The type was all set by hand, and the price of composition, like that of white paper, was high. In the closing years of the seventy decade San Francisco printers were better compensated than in any other city of the Union, excepting Washington, where an artificially high rate was maintained through the instrumentality of the Government Printing Office. The price per thousand ems was 60 cents, and this fact casts doubt on the assertion made in one of the encyclopedias that Henry George, "although of unusual intelligence and energy," found great difficulty in supporting himself while in San Francisco, "and was often reduced to extreme want." The statement is followed by the explanation that "this was in part due to his uncompromising hostility to the all powerful railway interests and to other monopolies." As George was reputed to have been a good printer, this is obviously a mistake, for it is inconceivable that any compositor should have been reduced to want in San Francisco at the time. As a matter of fact, George was never an object of persecution, as has been represented, nor was his hostility to the railroad of a character calculated to provoke reprisals. Had there been any such feeling, George would not have been permitted to enjoy the sinecure of the gas inspectorship of San Francisco, to which he was appointed by a Governor by no means unfriendly to the railroad. When the fight over the adoption of the Constitution of 1879 was in progress, George arrayed himself against the instrument and his career at that period was not marked by any particular devotion to the objects which early reformers sought to achieve. He certainly was completely at variance with the people of California on the question of excluding the Chinese, and he appeared to believe that no other reform was desirable excepting the destruction of land monopoly. His proposed remedy to abate that evil did not disturb the railroad because of the existing arrangement which freed its lands from taxation until they were patented.

Newspaper Career of Henry George

It is idle to speak of a competent reporter or compositor suffering want in San Francisco during the seventies, and the tales that Henry George met with such an experience in this city must be regarded as pure inventions. His abilities were well enough known to enable him to reach the position of managing editor of an evening paper and in that capacity he made his mark as a news gatherer and the promoter of reforms. He had been recognized as a capable writer before he took the managing editorship of the Evening Post, and, doubtless, could have obtained a remunerative position at any time after leaving that paper had he not become absorbed in his project of writing a book which had for its purpose the destruction of land monopoly. Instead of making it appear that the literary lines of George were made hard in San Francisco, the fact should be recognized that it was a municipal salary which enabled him to prosecute his great work in comparative comfort. The George story is matched by another linked up with the history of San Francisco journalism of this period, which represented Robert Louis Stevenson as being employed in the city department of the San Francisco Chronicle in the spring of 1880, and that he performed his work "in such an unsatisfactory manner that the item he was assigned to write had to be given to another reporter to put into English suitable to the readers of the paper and the latitude of California," and that later "he continued to write articles for the Sunday edition of The Chronicle, but that there is no indication that he thought affectionately of them, for he never rescued them from the files." If The Chronicle could have added the name of Robert Louis Stevenson to the long list of distinguished authors who contributed to its columns in early days it would have done so cheerfully, but the records of the paper were carefully examined several years before the fire, and his name was not found on any pay roll during the period of his sojourn in California. The only boast the paper can make in connection with Stevenson's work, is that it was one of the first journals in America to recognize the merits of his writing, as Mr. McClure, who placed one of the author's first stories with The Chronicle, can testify.

The slur contained in the article of one H. W. Bell in the Pall Mall Gazette which sought to convey the impression that the city editor of The



HENRY GEORGE
Author of "Progress and Poverty."

Bryce's Opinion of The Chronicle

Chronicle in 1879 was unable to recognize good English, or having it offered to him rejected it, is amusing in view of the testimony of another English writer, James Bryce, who stated in his "American Commonwealth" that at this particular time "the activity of The Chronicle counted for much, for it was ably written and went everywhere," and that, indeed, was the case. If The Chronicle had a distinguishing characteristic it was its propensity to get away from the dry-as-dust methods of its contemporaries, and with that object in view it was quick to engage good men when they presented themselves. It is true that the comparatively limited space necessitated brevity of treatment in dealing with ordinary occurrences, but it is astonishing to note in running through the files how often room was made for a bit of imaginative writing at the expense of crowded-out local. A case of this kind was presented when some reporter was permitted to describe the exploits of a flying ship which made regular trips between San Francisco and China, consuming only three or four days in the passage. The writer located the station for arrivals and departures on the corner of Montgomery and Clay streets, and, in his mind's eye, he saw a big business doing. The article was unsigned, but it was probably the product of the pen of Thomas J. Vivian, who had a fondness for the fanciful and could make the seemingly impossible appear very probable.

The Pioneer of the Sunday Magazine

The journalism of the seventies was breaking away from the traditions of the first two decades of the city's growth. On December 19, 1869, The Chronicle printed the first eight-page daily paper produced in San Francisco, and the announcement appeared in its columns that it was the largest paper printed in the city up to that time. That might be recognized as an important event, if it had not been so greatly overshadowed by subsequent performances, but its size was not as significant as the intimations it gave forth of entering a field hitherto occupied by a couple of weekly papers, which were issued on Sundays, and whose demise seems in some way linked up with the new departure of The Chronicle. It would scarcely be true to say that this issue was a distinct forerunner of the modern Sunday magazine, nevertheless there is abundant evidence in its makeup that there was a struggle to get original matter, and to present readable selections. There are many features common to the modern Sunday magazine conspicuous by their absence. One seeks in vain for the voluminous accounts of sporting events with which readers are now regaled. Sports were not wholly ignored, but they were not reckoned as of enough consequence to be reviewed in a Sunday paper. Occasionally, however, a column was devoted to the subject, which was modestly headed "Sporting Notes." Thomas E. Flynn, until recently proprietor of the Wasp, was probably the first sporting editor in San Francisco to conceive the idea that sports would occupy a big share of attention in this country, and before the seventy decade was well advanced he was recognized as the sporting editor of The Chronicle.

To be the sporting editor of a newspaper in the seventies did not imply that the writer filling the position devoted himself to that particular sort of work. A good reporter in that period was qualified to deal with any matter that came up; he could report a sermon with the same facility that he described a horse race, and was equally at ease at a "slugging" contest as at

A Sporting Editor of the Seventies

a college commencement. Since that time there has been a great deal of specialization in journalism, but there were many reporters in the seventies who would easily fit in to many of the positions created under the change of method. The jokesmith in dealing with this phase of journalism has managed to convey the impression that when the sporting editor combined with his duties the work of reporting a religious occurrence that he brought to his task the cultivation of the stables, but, oftener than otherwise, the reverse was the case, for in the days when there were no colleges of journalism the local room was frequently recruited from the pulpit and the schoolroom, the training of which was not at all calculated to impair the efficiency of those who entered the field which presented an opportunity for a better all around acquaintance with mankind than they were able to obtain in the callings they abandoned. The local rooms of San Francisco journals in the seventies also drew upon the legal profession, and not a few who found the job of reaching eminence in the law an uphill one resorted to newspaper work as affording a surer income than practice in the courts. The ranks of the editorial writers were filled up in the same fashion and embraced a number who found writing a more congenial occupation than teaching the young idea how to shoot or hunting for clients. Occasionally, a doctor strayed into journalism, but medicos rarely achieved success.

Old-Time Reporters

It would be impossible to name all those who contributed to bringing about the manifest change in San Francisco journalism which occurred during the seventies. Long before the close of the decade the work of reporters had ceased to be what it was when George E. Barnes described it as "beneath contempt." This deservedly harsh criticism came from a man well qualified to pass judgment, for he was an excellent observer and had a distinctive style. The paper on which he worked had other good writers on its local staff, notably Hugh J. Burke and Barbour Lathrop, but the limitations of the Call were an obstacle to effectiveness. Its director was as firmly convinced as Whitelaw Reid that the newspaper of the future would be a sort of epitome of daily events written by Macaulays, a view which ignored the fact that the historian of the English revolution, while not a diffuse writer, required a great deal of space in which to express his views and paint his word pictures. Perhaps the most significant fact in the history of San Francisco journalism during the seventies was the value attached to a training on The Chronicle, and the ease with which an attache of that paper could obtain a position on a rival journal. Among the number who worked on The Chronicle during the seventies who transferred their services to other fields may be mentioned A. B. Henderson, who filled the city editor's desk under Charles de Young for several years and subsequently became managing editor of the Call and later of the Examiner. Albert Sutliffe, one of the best all around men in San Francisco journalism in the closing years of the seventies, did the dramatic criticism of The Chronicle and the book reviews. On the outbreak of the Tong King rebellion in 1884, which resulted in the establishment of a French protectorate over that part of China, Sutliffe was sent to the seat of war and had the distinction of penetrating the lines of the rebels known as the "Black Flags" and securing an interview with the chiefs, which, after its publication in The Chronicle, was translated and printed in the leading journals of France. After the quelling of the rebels, Sutliffe made his way to Europe, his object being to visit the principal countries with a view of studying their horticultural and floricultural methods for the purpose of writing a series of articles for The Chronicle. Subsequently he acted as Paris correspondent of the paper.

Expounders of Sound Democratic Doctrine

Among the contemporaries of Sutliffe were Daniel O'Connell, Arthur McEwen, Joseph Goodman, Chester Hull, Will N. Hart, W. S. Dewey. Thomas E. Flynn, James V. Coffey, Frank Gassaway, John Timmins, Ernest C. Stock, who was police reporter for half a century; Frank Ballinger, who went from the city room of The Chronicle to the city desk of the Call; G. B. Densmore, who wrote editorials for the Call and dramatic criticisms for the Bulletin; William Bausman, Sam Davis, Frank Pixley, Fred Somers and Samuel Seabough. It is so long since Judge Coffey wrote for the press only old-timers will remember that he was the principal editorial writer for the Examiner during the period preceding its purchase by George Hearst, the father of William R. Hearst, who secured it to forward his Senatorial aspirations. The Examiner was a faithful expounder of Democratic doctrine, and, while Mr. Coffey was contributing to its columns, it indulged in no heretical outbreaks. As was the fashion at the time, Democrats were apt to select journalists as political representatives, and the Judge was thus rewarded. He was sent to the Legislature in 1877 and his ability was there recognized by his election to the chairmanship of the San Francisco delegation of the Assembly, which at that time numbered twenty and wielded a much greater influence than at present. During his legislative career, the Judge was foremost in the reform movements of the session, and subsequently he was placed on the bench by his fellow citizens, who manifest an inclination to make his term perpetual.

The Founders of the Argonaut

Frank Pixley, the founder of the Argonaut, did editorial work for The Chronicle before he began his career of antagonism to a couple of elements in the community, the Jews and the Catholics. The fact that he was able to maintain apparently friendly personal relations with the people he was constantly assailing gave rise to an impression that his animosities were not as deep-seated as would be inferred from a perusal of some of his leaders, in which he was in the habit of introducing nicknames so picturesque that they may have seemed more amusing than hateful to those whom he abused. Associated with him in the publication of the Argonaut was Fred Somers, who for a time was a reporter on The Chronicle and represented it in the Legislature of 1875-76. He was addicted to telling the truth without regard to the feelings of the person upon whom he reflected and one fine day a member from Mariposa county, whom he accused of being in the service of the railroad, hit him over the head with a cane and nearly killed him. He recovered, however, and had the satisfaction of seeing his assailant driven out of politics. Somers severed his connection with the Argonaut to start Current Opinion, which, under his management, became a financial success. The News Letter, founded by Frederick Marriott, the father of the present proprietor, was a widely read journal during the seventies, and was known all over the Coast for its caustic comment on current affairs. It was on this paper that Ambrose Bierce's work first attracted attention, and San Francisco rendered a verdict upon its merits which has since been ratified by the literary world.

A Forceful Editorial Writer

Samuel Seabough, for many years one of the principal writing editors of The Chronicle, commenced his journalistic career on the Sacramento Union and remained with it during the time of its bitterest antagonism of the railroad. He arrived in California about the time the earliest gold seekers made their appearance and engaged in the search for the precious metal, but, failing of success, he became a school teacher. He was a reader of few books, but they were of the best, and he read them thoroughly. He almost knew his Gibbon by heart, and was prone to draw illustrations from and find analogies in the "Decline and Fall of the Roman Empire," and, like many English writers, he laid great stress upon the value of the King James version of the Bible. His strength as a writer, however, was much more dependent on his familiarity with current legislation, State and national, than upon his literary attainments. He was an assiduous reader of the Congressional Record, and a close student of statistics, which he delighted in analyzing and drawing inferences from. He produced remarkably clean copy, an erasure or a correction rarely appearing in what he wrote. He had a habit of leaning back and rocking in his chair before beginning an article, and when he started he usually wrote to a finish without a pause. What he wrote required no correction, if the subject and tone were acceptable. His forte was stinging criticism of railroad abuses, but, like Silas Wegg, he occasionally dropped into poetry. When the sap began to rise an editorial redolent of the perfume of the woods and the fields was forthcoming, and when the leaves began to fall there would be an article breathing the melancholy of autumn. When he died the editor of The Chronicle had a score or more of his editorials on hand which were subsequently published, a fact which may suggest that they were not of an ephemeral character.

Dalziel and the Evening Mail

Among the spectacular entrances into the journalistic field during the seventies was the Daily Mail. It was started early in 1876 by D. D. Dalziel, a young Englishman, the husband of Dickey Lingard, a popular soubrette. Just what prompted Dalziel to embark on this venture is not quite clear, but it very soon developed that the new aspirant for public favor was to boost the candidacy of Mark McDonald for the United States Senatorship. Mark was a Democrat, but did not appear to be a favorite in railroad circles and, therefore, failed of his ambition, the choice of the Legislature of 1877-78, guided by the railroad, falling upon a man named Farley, promptly nicknamed Champagne Farley, because of the copious libations of "fizz" which followed his triumph. When McDonald suffered defeat, he ceased supplying the sinews of war. While the money lasted, Dalziel made a good paper, employing such men as Pixley of the Argonaut and David Nesfield to write editorials. During its brief career, the Mail had three city editors, S. F. Sutherland, Arthur McEwen and John Paul Cosgrove. Among the reporters were numbered Dan O'Connell, a bohemian of bohemians, whose memory is still annually honored with a dinner by the members of the Bohemian Club; Will L. Visscher, John H. Delahanty, George B. Mackrett, Thomas E. Flynn, Charles J. McCarthy, Henry Goddard, Charles B. Flannagan, Harry McCausland and John St. Muir. On the demise of the Mail Dalziel disappeared from the scene, and his force was absorbed by the surviving city papers.

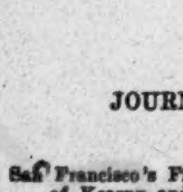
The Chronicle's New Managing Editor

It was about this time that Charles de Young decided to relieve himself of part of the heavy burden he had taken on his shoulders. Up to 1878, Charles practically looked after the details of the editorial department, while his brother, M. H., gave his attention to the rapidly expanding business of the paper. One or two attempts to find a suitable managing editor had been made by importing Eastern journalists of experience, but they did not fit into their new environment. In 1877 the writer of this sketch, who had commenced his newspaper career on the San Diego Union when it began the publication of a daily in 1870, and afterward had filled the city desk of the Washington Chronicle, and served on the Washington staff of the Chicago Times as correspondent on the Senate side of the Capitol, returned to California. He found no difficulty in securing a position on The Chronicle and during the summer of 1877 was chiefly employed doing special work. During the winter of 1877-78 he reported the doings of the Legislature in its last session under the old Constitution. After its adjournment, on his return to San Francisco, Charles de Young offered him the managing editorship of the paper, coupling the offer with the announcement that he was about to depart for Europe. The offer came as a surprise, but was promptly accepted. At the time, John Timmins, who had grown up with The Chronicle, was nominally managing editor. He was a valuable man, but Mr. de Young had never devolved the duties of manager upon him. It is characteristic of Charles de Young that when he bade good-by to his new managing editor he earnestly requested him to endeavor to reconcile Mr. Timmins to the change. The effort to do so was attended with success, and he remained on the staff of the paper until the middle of the eighties.

CHAPTER XIV

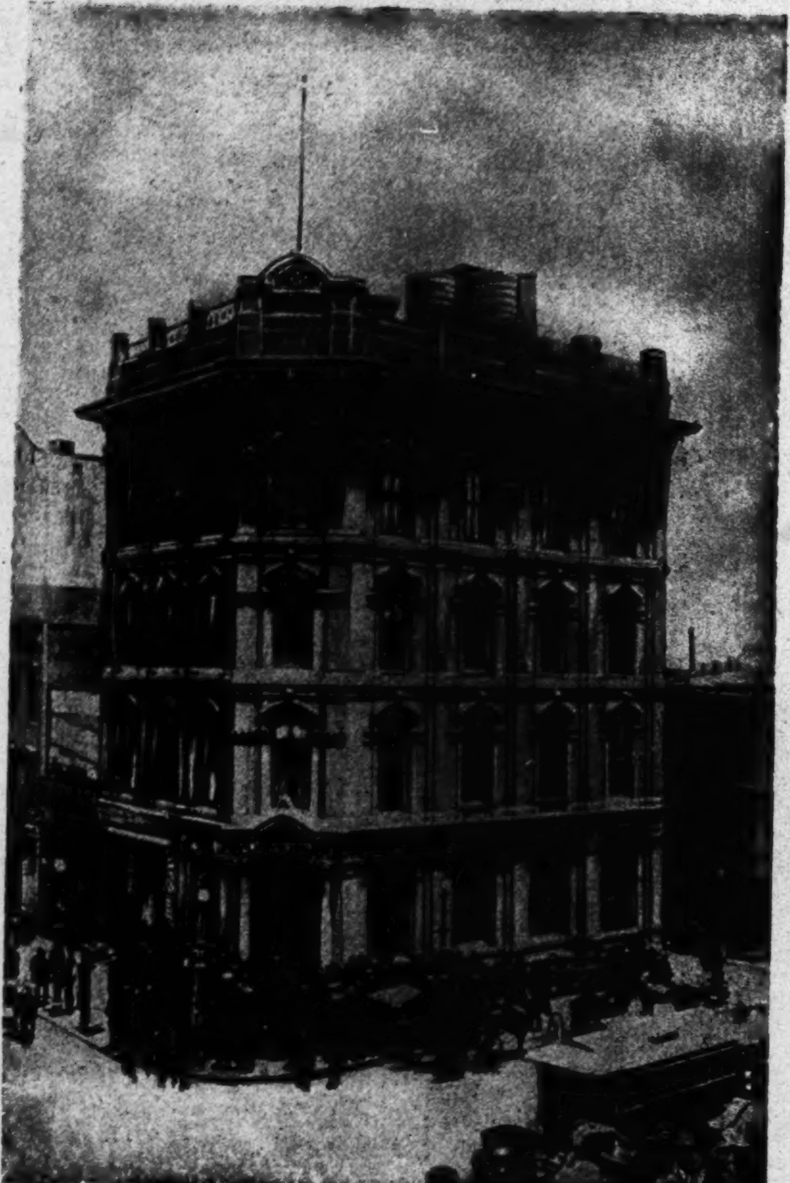
JOURNALISM BEGINS TO FIND ITSELF IN SAN FRANCISCO.

San Francisco's First Newspaper Building—The Chronicle's Home on the Corner of Kearny and Bush Streets—An Exhibition of Confidence in the Future—A Thoroughly Up-to-Date Plant—Those Who Inspected It Believed It Would Never Be Outgrown—First American Demonstration of Electric Lighting in Chronicle Office—An Illustration of the Journalism That Does Things—When Kearny and Bush Streets Was the City's Center—The Germ of the Index Card System—The Chronicle's Contemporary Library—A Big Account of a Big Fire—The Big Inyo Earthquake Pictured by The Chronicle—The Diamond Mine Swindle Exposure—The Battle in the Lava Beds With Modoc Indians—An Interview Which Attracted World-Wide Attention—When Interviewing Was Much in Vogue—Passengers by Rail From the East Win Distinction—Publication of Letter Lists—No Press Club in Early Days—Newspaper Men Who Were Bohemians—The Glorification of San Francisco and Its Atmosphere—Liberal Use of the Wire.



ON THE 29th of September, 1879, The Chronicle, then in the fifteenth year of its existence, moved into a building, especially constructed for its use on the northeast corner of Kearny and Bush streets. It was a journalistic event of importance because it marked the beginning in San Francisco of a new newspaper point of view. Hitherto the publishers of daily papers in San Francisco had acted as if their business was a makeshift affair, devoid of elements of permanency. Even in cases in which capital was not lacking, proprietors of daily papers had pursued hand-to-mouth methods which suggested instability. Their publication offices were dissociated from the premises in which their papers were produced, and their quarters were invariably rented. The propensity of those pursuing the same avocation to get close together caused them to plant themselves in the narrow and somewhat unsavory streets in the neighborhood of the City Hall, which was then situated on the spot where the Hall of Justice now stands, and there they showed a disposition to remain until the brothers de Young made the bold move which carried them several blocks away from what was then regarded as the business center of the city, and they thus advertised their confidence in the future of San Francisco, and their pride in their paper, by establishing themselves in a building which for a period was as well known as the lofty structure erected in 1890 by M. H. de Young on the corner of Market, Geary and Kearny is today.

It was not merely the new building that gave importance to the move



CHRONICLE BUILDING
Erected by the brothers, Charles and M. H. de Young in 1879 on corner of Kearny and Bush streets.

A Thoroughly Up-to-Date Plant

which put The Chronicle so prominently in the public eye; its equipment, which the proprietors took good care to exhibit to the most prominent citizens of San Francisco at a reception tendered to them, announced that journalism was no longer to be a haphazard affair in San Francisco, but an institution which would thenceforth devote itself with increased energy to the promotion of the interests of the city, and the commonwealth. It had already given ample evidence of intelligent virility with the restricted means at its command, but in its new quarters, and with a thoroughly up-to-date plant, and all the means necessary to produce a great paper, it announced its intention to surpass its previous exploits, a promise which it faithfully kept. To those who viewed the first real newspaper building of San Francisco on that September day in 1879 nothing seemed lacking, and more than one expert who inspected the spick and span new machinery and appliances from the two Hoe perfecting presses in the basement and the engine which provided the power to revolve their cylinders, to the conveniences for mailing in the fifth story, was ready to admit that there was little opportunity to improve on the plant of The Chronicle, and joined in the prediction that it would be a long time before the marvelous facilities exhibited to their wondering gaze would be worked to their limit. Among the visitors were many journalists from interior cities, and they united in the expression of the opinion that the two wonderful web presses, each capable of printing 33,000 copies of The Chronicle in an hour, would always meet circulation requirements, no matter how great the expansion.

Big Ideas and Inadequate Plans

Those were days when men expressed themselves in big terms when speaking of the future, but a review of their actions suggests that their faith was cast in a mold which was inimical to expansion. They spoke with unbounded confidence of a city that would be inhabited by millions, and planned for one of thousands. The narrowness which had impelled Horace Hawes, when he framed the consolidation act in 1856, to throw out what is now San Mateo county, and confined the city to its present restricted area, had worn away to some extent, and men had begun to think that population might flow beyonk Polk street, which was then the most distant thoroughfare penetrated by the Clay-street cable road, but they had no more conception of the needs of a million inhabitants than we have of the numbers billion or trillion. Impressions concerning the future of newspapering were equally vague. Every one who gave the matter a thought felt assured that it would have a great expansion, but the most penetrating were not able to guess the phenomenal changes which were to take place before The Chronicle should round out the first half century of its existence. Yet the germs of most of these would have been perceptible to the discerning had the belief in the possibility of boundless accomplishment which now obtains been existent at the time.

But it was not. It was easy to quote the trite observation that great oaks grow from little acorns, but imagination was not sufficiently developed to create mental forests of mighty trees from the imperfectly recognized seeds which were about to germinate. A short time before the opening of The Chronicle's new building, on the return of Charles de Young from the Paris Exposition of 1878, he brought with him a Gramme electrical machine, and three or four Jablochkoff candles, which were used to illumi-

A Practical Demonstration of Electric Lighting

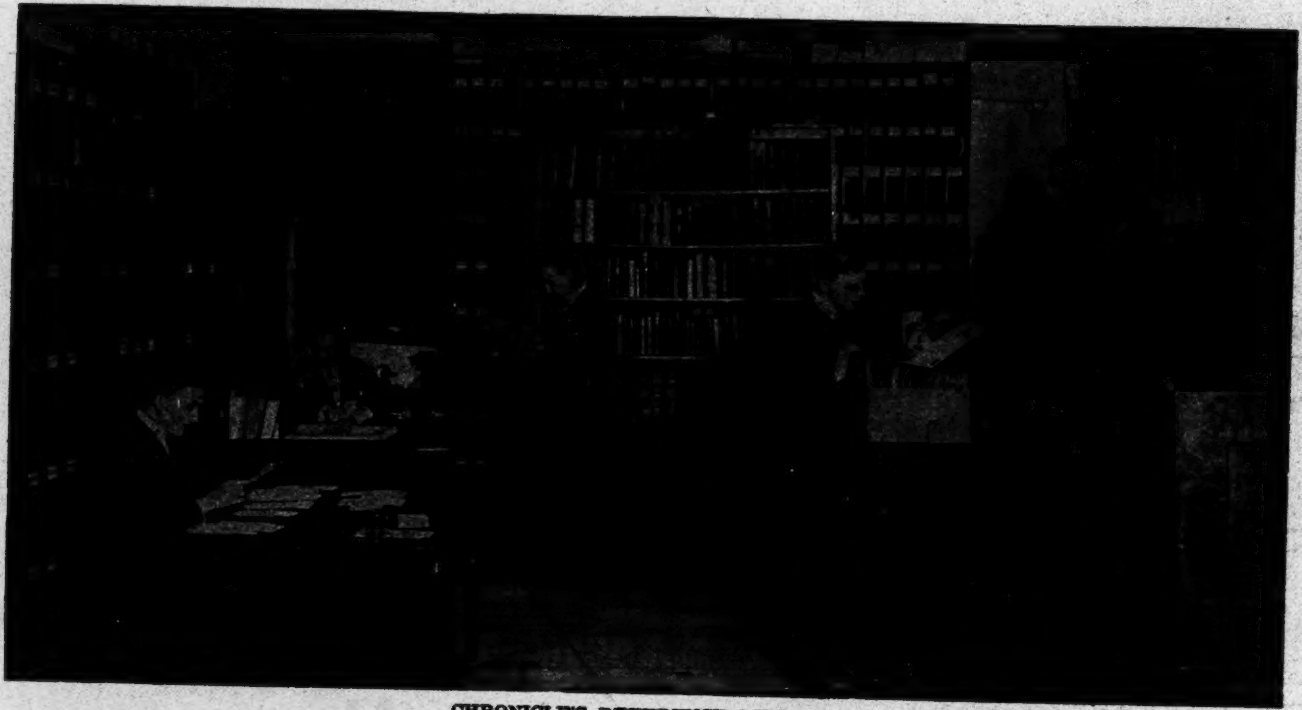
nate the local room of the paper, while it was still in its dingy quarters on Clay street, and to make a display in front of the publication office, which was then situated on Montgomery street near Commercial. Father Neri, one of the professors in the Jesuit College, then occupying the present site of the Emporium department store on Market street, had given an exhibition on the night of July 4, 1876, of an arc light which he had fashioned, the electricity for which was produced by a French machine; but The Chronicle's efforts were directed toward demonstrating that a new illuminant had arrived, Mr. de Young having unbounded faith that it would soon displace gas. It was the first attempt in the United States to utilize electricity for lighting purposes. It was not a great success, the candles sputtering, the current created being defectively supplied, but it was a newspaper triumph of the first magnitude, and caused more talk in San Francisco than any of the previous feats of The Chronicle, affording one of the earliest illustrations of "the journalism that does things." It likewise provided innumerable texts for editorial comment on "the light of the future," in which the prediction was freely and repeatedly made that it would displace all other illuminants.

A Brilliant San Francisco Corner

When the new Chronicle building was erected, part of its prediction concerning the use of electricity was already in a fair way toward realization. A little more than a year had elapsed since the first sputtering Jablochkoff lamp was exhibited in front of the Montgomery-street office of The Chronicle, but in that brief interval the Brush machine had been perfected to such a degree that it was determined to make the new quarters of the paper the most attractive part of town after nightfall, and this was accomplished by erecting ornamental iron posts surmounted by arc lamps, the wires for which were led through the hollow cores of the posts from the basement of the building. There were six of these lamps on Kearny and Bush streets and the blaze of light was considered one of the sights of the city. The corner was then in the midst of the amusement center, three of the principal theaters being on Bush street, the California, the Bush and the Standard. The new Baldwin on the corner of Market and Powell streets was still voted a little far out, although promenaders—the practice of taking a walk after nightfall was still in vogue—made it the western boundary of their "constitutional."

The Germ of the Index Card System

But no one saw in this extension of the use of electricity the forerunner of its general application to the processes of producing a daily paper, nor did any observer on that opening day see in the three hundred tin boxes in pigeon holes ranged along the blank wall of a narrow room what was doubtless the germ of the index card system, and of the vertical file now in such general use. A few papers of the East had inaugurated the practice of preserving information concerning individuals, the outcome of which is known in newspaper offices as "the morgue," and some had thought it worth their while to index the contents of their papers. Both of these conveniences had been adopted by The Chronicle while quartered in the Clay-street editorial rooms, and a respectable array of scrap books had accumulated. Much of the scrapped matter being ephemeral in character, the number of useless books increased. The resort to the tin boxes was for the purpose of thinning out matter which appeared to be of no further



CHRONICLE'S REFERENCE LIBRARY
First organized in 1879.

use. Naturally, it occurred to the librarian, and such a functionary was promptly appointed when the new building was occupied, to put the clippings where he could easily find them. This he accomplished by arranging his boxes in the same fashion as the index of a ledger, and from this beginning The Chronicle's filing boxes came to be numbered by the thousand. The late Whitelaw Reid, who was much interested in the details of newspaper methods, on the occasion of his frequent visits to San Francisco was in the habit of dropping into The Chronicle office, and invariably took a look through the library, which he complimented as the best arranged of any paper in the country, and it is on his authority that the statement is made that The Chronicle was the first to apply the principle of the index card system in a newspaper office.

The Journalism That Does Things

Toward the close of the seventies there was a marked change in the morale of the forces of newspapers on the Coast and in Eastern cities, which sometimes was made the subject of comment. But, as is often the case, when the facts are only half understood, the criticism is too severe, being based on the erroneous assumption that intemperance was the rule, whereas it was merely the exception, even in the most indulgent offices. Had this not been the case, The Chronicle, in the history written in 1879, in which it described its achievements, could not have presented so long a list of successes, especially in the field which some recent ill-informed writers imagine was not discovered before that date. Long before the now famous editor of the New York World was credited with inaugurating the journalism that does things, The Chronicle had been working along those lines. It had scarcely emerged from its dramatic form before it began investigating abuses and exposing them, the result being a long list of reforms accomplished. But it was fully as busy in the work of construction, as the account in the chapter describing the part it played in securing a much-needed Constitution for the State abundantly testified.

An Account of a Big Fire

But the paper distinguished itself in the work which the conservative thinker has always contended is the true function of a newspaper, namely, the printing of the news. It has been related how during the excitement of the earthquake of 1868 it took the pains to gather details and issue in extras accounts of the extent of the damage, which had the effect of removing the fears produced by uncertainty. Considering the youth of the journal, this was a notable exploit, but not more significant than its treatment of the Chicago fire of October 10, 1871. The disaster was the greatest of its kind experienced in any American city up to that date and a telegraphic account of it, which required four columns space for its presentation, was printed. But the length of the dispatch, and the fact that a head twenty and a half inches deep and one column wide preceded the account of the fire is less notable than the accompanying sketch of great conflagrations in ancient and modern times which was written with such a knowledge of the subject treated as to preclude the idea that the writer's source of information was the encyclopedia. It was an interesting study and a precursor of much more of that sort of work to be done in the future.

In 1872, on April 14th of that year, Inyo county was visited by a severe earthquake, which was accompanied by loss of life and many marvelous physical changes. All the papers contained accounts of the event,

Illustration of a Big Disaster

but The Chronicle dispatched a man to the scene of the disturbance, who was able to sketch as well as describe the event and the changes it wrought. On the following Sunday The Chronicle appeared with an extended description, accompanied by a full page of pictures, consisting of four large cuts drawn on wood. Unlike the finished drawing of the artist Tojetti, executed for the paper some years earlier, these cuts were sketchy and somewhat amateurish. But crude as they were, they satisfactorily illustrated the event, and made clear the allusions in the description. In the same year, on November 26, 1872, another illustration was furnished of the fact that Charles de Young was convinced that pictures and maps were to be a feature of daily journalism. An entire page was devoted to a map which showed the region in which diamonds were said to have been found. The alleged discovery was a cunningly devised scheme of a group of rogues and succeeded in separating several wealthy San Franciscans from some of their hard cash. The deception was accomplished by "salting" a considerable area with African diamonds, purchased in London. Preceding the salting a couple of apparently rough miners made their appearance in the city with a lot of stones about the value of which they professed to be uncertain, but they suspected them to be diamonds. The story soon spread, and the rich "suckers" referred to became interested. The character of the stones was determined by sending them to New York, where the Tiffanys, after examining them, said they were worth about $150,000. An "expert" was sent to the alleged diamond fields, the location of which was kept secret. He found more diamonds. A company was formed to operate the mines, but before it got to work Clarence King of the United States Geological Survey exploded the mine. He had been over the whole country and was certain that there was no diamond formation. Convinced of this fact, he caused inquiries to be made in London and learned of the purchase of a lot of African diamonds in the rough by an American, who turned out to be one of the pair who engineered the swindle which cost the dupes over $350,000.

Accounts of the Modoc Indian War

In the following year The Chronicle had an opportunity to distinguish itself by furnishing its readers with earlier and fuller accounts of the last Indian uprising in California, an event which attracted national attention and brought two or three Eastern correspondents to the Coast. It was the so-called Modoc war, which was brought on by the murder of General Canby and Dr. Thomas by Captain Jack, John Sconchin, Black Jim and Boston Charley. The General and the doctor went to the Klamath country to inquire into the grievances of the Indians, who had been threatening trouble for some time. There were conferences and in the course of one of them the General and Dr. Thomas were treacherously murdered. After the commission of the deed, the Indians fled to the lava beds of Modoc county. Troops were sent to dislodge them from their fastness, but they managed to evade rounding up for over a year. The murders were committed in April, 1872, but the murderers were not captured until the tribe was subdued. The four Indians mentioned above were tried and executed on the 3rd of October, 1874. The progress of the war had been followed for The Chronicle by a special correspondent, and when the culminating event occurred its representative succeeded in getting his report into San Francisco ahead of all competitors.

An Interview With Henri Rochefort

Another triumph was scored by The Chronicle in May, 1874, by the discovery in San Francisco of Henri Rochefort, who had managed to elude the vigilance of reporters after his escape from New Caledonia. The notorious Frenchman not only consented to be interviewed, he was also persuaded to tell the story of how he contrived to get away from the island in which he had spent some years of exile in a signed article in which he made some interesting comments on political conditions in France. These were made on the eve of his departure from the city and caused quite a ferment in the French colony, which apparently failed to share the sentiments expressed, and if a resolution passed by a local club correctly represented the opinion of its members, they believed that The Chronicle had committed a breach of international courtesy in permitting the ex-communist to discuss the affairs of France in an American journal. At this particular time interviewing had great vogue in San Francisco, and few persons of consequence escaped the enterprising reporter, who was almost invariably received with a show of courtesy easily construed into a welcome by the interviewer, who had less trouble in securing an expression of opinion than supposed by the outsider who too readily believed the animadversions upon the practice which sometimes found their way into the papers.

Passengers From the East by Rail

During the seventies it was the custom of the newspapers of San Francisco to have the names of passengers en route to the city telegraphed from Ogden. The practice was continued until the lists trespassed on space to such an extent that it was deemed expedient to omit their publication. When that was done, there was a wave of protest which had to be met by an explanation that persons coming to San Francisco by rail from the East were of no more consequence than those who made their way into the city from other points and by other transportation routes. The readers of newspapers were exceedingly opposed to innovation and resented being deprived of any feature to which they had become accustomed. It would be difficult to imagine any considerable number of patrons at the present day uniting in a round robin to a publisher concerning such a matter as the publication of a passenger list, but such communications were not uncommon at the time. In the early part of its career The Chronicle had undertaken the publication of the list of letters remaining unclaimed at the General Postoffice. The remuneration was insignificant, but it was supposed that the publication of the names created a demand for the paper. When the pressure for space began to be felt, an investigation was made which disclosed that it was not the subscribers or regular readers of the paper whose letters were uncalled for, but those of strangers whose acquaintance with the fact that the list was published was derived from a copy posted conveniently near the delivery window. Nevertheless, when the list was missed from its accustomed place on Monday morning, grave doubts were expressed by patrons as to the wisdom of the discontinuance.

It will be inferred from the preceding statement that the community was still very provincial in action and thought despite the fact that the local press was fond of dwelling on its metropolitan position. The inference would be perfectly justifiable. Railroad communication with the East, which had been established for several years, did not accomplish all that was expected of it by a people who had been taught to believe that once in

A Metropolis With Provincial Ideas

touch with the communities on the other side of the Rockies, habits would be revolutionized and we would at once fall into the mode of life of those on the Atlantic littoral. Never was an expectation subjected to greater disappointment. The first transcontinental railroad was completed, and in the course of time it had several rivals; but California remained as if isolated, and the peculiarities inherited from the pioneers continued to endure in a form not always recognized, because they were disguised by words which obscured the fact. In some measure the press was responsible for this obscuration. It did not occur to the early workers on newspapers to form a club of their own, but they constituted a considerable and important element in the Bohemian Club, which began its existence in the seventies. From its inception its membership, composed as it was of artists, literary and professional men, adopted the belief that there was something distinctive about California worth maintaining, and they managed to convey it to the stranger who easily became convinced that San Francisco had an "atmosphere" of its own. An inspection of the newspaper files of the seventies and eighties exhibits the deep-seatedness of the conviction, for they are filled with articles breathing the sentiment so assiduously cultivated in Bohemia. When their authorship is traced, they are found to be from the pens of such well-known men as John F. Bowman, editorial writer of The Chronicle, and a colleague of Samuel Seabough; Charles Warren Stoddard, whose connection with The Chronicle extended over many years; Hugh Burke of the Call and Bulletin; Peter Robertson, for many years dramatic critic of The Chronicle; Fred M. Somers; Dan O'Connell and others.

Liberal Use of the Wire

All of these writers in one way and another contributed to the glorification of San Francisco as a place apart, and they were aided and abetted by the community generally, which loved to be spoken of as the metropolis of the Pacific Coast, while insisting on the retention of habits of life and modes of thought which contradicted the assumption that the city was thoroughly cosmopolitan. As a matter of fact, it was nothing of the sort during the seventies and for several decades after. That is as abundantly testified to as the other statement that there was an undue quantity of community adulation. But, while the people of San Francisco were thus disposed to speak well of themselves, they never lost interest in outsiders. As the city papers grew prosperous they became patrons on a large scale of the telegraph company, bringing extended reports of all happenings of importance in the East or in Europe. The publishers of The Chronicle thought that the rejoinder of Henry Ward Beecher to the charges made against him by Theodore Tilton was interesting enough to warrant having the whole of it telegraphed, and, when General Custer was killed by Indians, it devoted three columns of special to the tragedy. It has already been told that when George M. Pinney made his charges involving Secretary of the Navy Robeson and a Senator and Congressman that it deemed the matter of enough importance to have several thousand words wired from Washington. The same lively interest was manifested in European doings, the San Francisco Chronicle reporting the occurrences of the Franco-Prussian war as fully as its Eastern contemporaries. It can hardly be said that the interest was reciprocal. When The Chronicle was being assailed by the Federal ring by means of criminal libel trials, although the testimony pointed to official turpitude in high circles at the national capital, a scant fifty or sixty words daily was deemed a sufficient number to keep the Eastern public apprised of the progress of an investigation of national importance. That has always been the course pursued by the Eastern press in dealing with California affairs; publishers on the other side of the Rockies have permitted the cost of long haul to interfere with their judgment of the importance of an event. The San Francisco press very early learned to be cosmopolitan in its treatment of news.

CHAPTER XV

PROBLEMS RAISED AND TROUBLES PRODUCED BY NEW ORGANIC LAW.

Result of Adoption of Constitution of 1879—There Was No Hegira of Capital—The Last Big Mining Stock Deal—A Quietus on Stock Gambling—The Constitution's Adherents Were the People of the Interior—Greed of Agitators for Office an Obstacle to Realization of Benefits—Charles de Young the Ablest Newspaper Man Produced by San Francisco—The Reception to General Grant—It Enabled The Chronicle to Set the Pace in Reporting—A World-Beating Journalistic Exploit—A People Proud of Their Paper—Another Great Report of a Big Local Event—The Author's Carnival—The First Real Woman Journalist—A Case of Makeshift Illustration—Renewal of Prosperity—The Crusade Against Chinese Immigration—Passage of the Exclusion Act by Congress—A Great Wheat Producing State—Popularity of The Chronicle's Annuals—The Chronicle's Thoroughness.

THE adoption of the Constitution of 1879 produced none of the dreadful consequences predicted by its opponents. There was no hegira of capital. It is true that a few men who had made some money in the mining stock gamble deserted San Francisco, but their departure was due, not to the operation of the new fundamental law, but to the fact that the speculative craze had spent its force, the depletion of the resources of the people, and the continued exposure of the tricks and devices of the manipulators to coax money from the pockets of the dupes having effected something like a lasting reform. There was something like a revival of the old-time excitement produced by a cleverly worked up interest in the Sierra Nevada mine, which caused its stock to advance from a figure below $10 to upward of $200 in 1879, but the community generally did not become much interested in the deal, and when it finally collapsed and the stock of the company dropped to less than the point from which it had started on its upward flight few outside the coterie of inveterate gamblers were seriously injured. There were no longer lists of suicides whose deaths were attributed to the roguery of the men who engineered the jobs, and the evidences of returning sanity multiplied as the months rolled on, and the activity on the stock boards decreased to such an extent that the newspapers only followed the transactions in a perfunctory manner.

Perhaps the hard times and the legislation designed to prevent what were called "wash sales" would have eventually made mining stock gambling unprofitable, but that end was hastened by the persistent exposure by The Chronicle of the falsity of reports issued with the object of keeping up the hopes of holders of shares of non-dividend paying mines and inducing them to pay their assessments which were levied with clock-like regularity. The most effective method adopted by The Chronicle in the pursuit of this purpose was that of showing just how the money derived from assessments was expended. It was able to show statistically and otherwise that month after month, and year after year, large sums of money were paid to high-salaried officials, who maintained luxuriously-appointed offices, and that only an infinitesimal proportion of the money collected was expended in what was called development work. Constant iteration of stories of the same general character had the effect of completely destroying confidence in the cooked-up reports, and finally the fleecing business became so unprofitable that it had to be abandoned. The exchanges, of which the city had more than its share during the height of the bonanza excitement, and for some years after those mines ceased to pay, were closed up and brokers were obliged to find their lambs in other pastures.

A Quietus on Stock Gambling

But the collapse of the Pine-street mining industry by no means put an end to the real business of extracting minerals from the soil. When The Chronicle was making its most energetic assaults on the speculative mania attempts were made to discredit its efforts by charging that it was placing obstacles in the way of the development of the resources of California, but these accusations were met in a characteristic manner. The Chronicle showed by argument and actual demonstration that the future prosperity of the State depended upon the development of its varied resources, and that it could not hope to accomplish that object by the process of betting. It also showed that the real work of development in the mines was not being forwarded by companies listed on the boards, the shares of which were made a football of by brokers, but that it was being done by private individuals who would continue to extract gold after the exchanges had closed their doors. And, taking a look backward, there seems to have been good ground for this sound criticism. At least, it is a matter of record that as early as 1876 persistent efforts were made to interest San Francisco operators in the development of the oil industry in Ventura county, but they were unsuccessful because of the indifference begotten by absorption in stock jobbing. It was not even possible to induce an investigation of the possibilities.

Genuine Mining Industry Uninjured

The death of Charles de Young in 1880 removed from San Francisco journalism the ablest newspaper man the city had produced. Under the joint management of the two brothers the paper had become influential and prosperous. During his lifetime Charles devoted himself more particularly to the news and editorial conduct of the paper. In the earlier part of its career his brother, M. H., had lent a hand in every news enterprise of consequence, but when the business of the paper grew in importance there was a sharper division of labors, and M. H. was compelled to give the most of his attention to the finances and the multiplying duties of manager. On the death of his brother he assumed entire control, giving close attention to the details of every department. The two brothers had worked in such unison that there was no perceptible change in the policy of the paper. Its career of vigorous enterprise was continued, and tendencies which had begun to manifest themselves a few years earlier were accentuated, and The Chron-

San Francisco's Ablest Newspaper Man

icle soon became known throughout the country as an exponent of "the journalism that does things."

A Big Feat of Reporting

An illustration of this propensity was furnished by the successful fight made for the adoption of the Constitution of 1879, when the two brothers were still working together, and this was closely followed by an example of enterprise of another kind which set a pace in reporting that proved a surprise to the press of older communities, and extorted the admission that it surpassed in its thoroughness any feat of reporting ever attempted by an American or European paper. The occasion which gave rise to this exhibition was the return of ex-President Grant to the United States after the completion of his world's tour. The attention paid to him by foreign potentates and peoples had proved a source of intense gratification to Americans, and from the moment the ship which bore him from the Orient to San Francisco was sighted outside the heads until he reached his home in the East his journey was a continuous ovation. No emperor or king had ever before been accorded such a triumph. The enthusiasm of San Francisco was so exuberant it drew from the phlegmatic commander of great armies the simple but heartfelt remark that it made him feel at home. The reception occurred on the 21st of September, 1879, and on the following morning The Chronicle devoted thirty-eight columns to picturesque descriptions of every detail of the stirring event. The wonderful water pageant which embraced every vessel big and little that dared venture outside the heads was viewed from every vantage point; on the decks of ships, on the headlands which form the Golden Gate, and even on the vessel which bore the voyager reporters were stationed who told about the first greetings and pictured the scene of the white sails and the fluttering flags, the shrieking whistles and the clanging bells of the hundreds of welcoming craft. The procession through the streets of the city and the shouts of the multitude; the lavish decorations of public buildings, stores and private residences were treated with equal thoroughness, and Charles Warren Stoddard wrote a poem of welcome worthy the occasion.

A People Proud of Their Paper

Never was such appreciation of journalistic enterprise shown before. Edition after edition was printed to supply the demand for copies, which were mailed to all parts of the earth, avowedly, in most instances, because the senders were convinced that never before had there been so thorough and interesting account of a contemporary event. It made San Franciscans proud of their city and it put The Chronicle on the crest of the wave of popularity. The other papers were not unmindful of the importance of the occasion. They printed accounts which would not have been criticised had The Chronicle's comprehensive treatment not completely overshadowed them. The Chronicle was so well satisfied with the impression produced by its Grant's reception edition, it ventured another stroke which more particularly interested San Francisco. A little over a month later, to be precise, on October 24, 1879, an Authors' Carnival was inaugurated in the Mechanics' Pavilion, which was then situated on the corner of Mission and Eighth streets. The entertainment was projected to aid the charity organizations of the city, and the flower of the youth of San Francisco and of its society was concerned in making it a success. Perhaps there were fully two thousand who personated the characters from the pages of well-known

CHRONICLE BUILDING
Decorated on the occasion of reception of General Grant
on his return from his world tour.

authors, and they all participated in the procession which was viewed by thousands of spectators. On the following morning The Chronicle appeared with a five-page account of the opening of the carnival, describing the procession and the costumes of those who took part in it. As in the case of the comprehensive report of the Grant reception, The Chronicle had the field to itself. Its rivals were not ungenerous in their allotment of space, according it, in one instance, nearly two columns, and in the other not quite a column and a half, but those who were interested in making the entertainment a success felt assured that the more than sixty thousand dollars netted for charity was largely owing to The Chronicle's liberal treatment.

The report of the Authors' Carnival deserves a place in a sketch of journalism for other reasons than its length and comprehensiveness. It probably signalized the advent of women in the field of journalism. The major part of the advance descriptive work of the carnival was done by Mrs. Florence Apponyi Loughead, and the claim is made for her that she was the first woman regularly employed on a newspaper to do all around work. She was on the staff of The Chronicle several years after 1879, and accepted daily assignments, but did much special work on her own initiative. She was a graceful writer and was the winner of a handsome money prize in a best-novel contest started by the McClures. The occasion thus made memorable in journalistic annals also deserves recalling because of a partially successful effort to illustrate the account. At that time there were exactly one and a half available engravers on wood in San Francisco. One was efficient and sober, the other was an excellent artist, but unreliable. As a result of the latter shortcoming the ambitious design of decorating the opening of each chapter devoted to the description of a booth was not fully realized, despite the search made to eke out the deficiency with what were known as stock cuts.

The First Woman Journalist

Mr. de Young having established a reputation for thoroughness, his paper continued to seek occasions for its exhibition. It never afterward neglected an opportunity to display its enterprise along these lines. During the decade 1880-1890 many such presented themselves. Despite the predictions made by the antagonists of the Constitution that capital would abandon the State and retard its advancement, in the event of its adoption, the decade was not many years old before there were signs of a return of prosperity. Just how much the fact that the organic law contained provisions which, if executed, would compel the equitable assessment and taxation of property, it would be difficult to say, but the boom of the early eighties synchronizes with a marked disposition of the holders of large tracts of land to subdivide and offer them for sale. It is not impossible that this phenomenon might have occurred in any event, but there was a firm conviction in California, which was voiced in Henry George's "Progress and Poverty," that landowners would seek to add to their acres rather than diminish them. It was based on the assumption that the desire for the consequence and honors attached to the possession of great estates would prove as irresistible in California as in countries where the ownership of land is linked up with political privilege, and it was to some extent influenced by the belief that coolie labor could be obtained in abundance to profitably work large areas.

The Return of Prosperity

Crusade Against Chinese Immigration

This latter illusion was effectually disposed of by the energetic crusade against Chinese immigration, which resulted in the passage of the exclusion act by Congress in 1882. But this legislation had been preceded by an expression of opinion secured by a secret ballot taken at the election of September 3, 1879, when, out of a total of 162,000 votes cast, only 638 declared themselves in favor of the introduction of Chinese laborers. It must have been obvious to the very few who entertained the belief that the use of cheap Oriental labor would make the farming of large tracts of land profitable, that the people of the State would not consent to its introduction, but, nevertheless, a persistent agitation was kept up in favor of the admission of Chinese immigrants which did not cease until the great national parties were compelled to consider the question in the campaign of 1882. The leaders then saw that no party could withstand the sentiment which would be created by a general discussion of the subject in the Eastern states, and the act of exclusion followed. The San Francisco Chronicle led the fight for exclusion. It had been advocating legislation of that character long before the sand-lot uprising, and had succeeded in bringing about a Congressional inquiry in 1868, which resulted in a report unfavorable to the introduction of Chinese, but no positive action was taken by Congress until 1882.

When California Was a Great Wheat State

Probably a greater factor than any other in bringing about a better state of affairs in the early eighties was the growing recognition of the fact that the future development of California would be along horticultural lines. The year 1882 was a record year in the production and exportation of breadstuffs. At that time Californians were pointing with pride to their enormous wheat fields and still clung to the idea that they would always prove the State's greatest source of wealth. This view had been adopted instead of the one formerly held that mining would remain the chief industry. It is not surprising that such should have been the case, for in 1882 breadstuffs to the value of $40,138,557 had been exported from the port of San Francisco. There had been some success achieved in fruit growing. and the railroads were beginning to realize the possibility of building up a great trade in orchard products. The Chronicle was assisting in the work. On the 1st of January, 1884, it published what it called a "Prosperity Issue." It was composed of eight pages, several of which were devoted to describing the advances made in each of the fifty-three counties of the State during the preceding five years. Two pages were devoted to the material development of the port and city of San Francisco. The presentation of statistical matter at the beginning of the year was not an entirely new feature, but with the 1884 edition was inaugurated the plan of comprehensively surveying the growth of the State, which has been continued down to the present time.

The principal characteristic of these annual editions was the introduction of a new mode of treatment each succeeding year, and a constant enlargement of the volume of matter presented. Thus on the 1st of January, 1888, the space accorded to describing the development of the State was sixteen pages, or double that of two years earlier. In the annual of 1888, twenty-two full pages were given up to statistics and accounts of the prosperity of all sections of the State, and in the following year the number of pages was

The Chronicle's Annuals

increased to twenty-three. Many of the statistical features of earlier issues were retained, but there was a successful effort in each succeeding year to introduce novelties and before the close of the decade there was a liberal use of illustrations. In 1890 the annual consisted of forty pages, eight of which were devoted to describing the changes wrought in California in forty years. Great numbers of these papers were mailed to all parts of the world, it being the practice of persons interested in the development of the State to prepare lists of people to whom they were to be sent. The esteem in which these annual editions have always been held is evidenced by the fact that their appearance is always followed by numerous letters to the publisher urging that the matter in them be given permanent form, and for a long time they have been the acknowledged source from which many statistical bureaus derive much information concerning California and its development.

Advertising the Resources of California

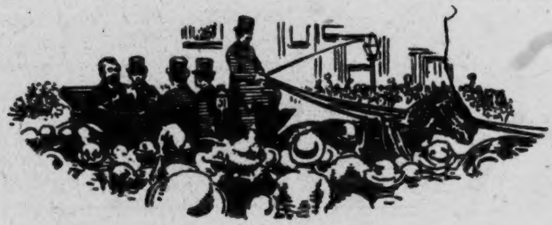
Annual publications cannot be regarded as an innovation of Mr. de Young, for other papers had preceded it in the presentation of statistics at the beginning of the year, but the development editions of The Chronicle took on a form which distinguished them from mere statistical records. They were, in fact, the first well thought out plan of advertising the resources of California, the object being to present in an attractive manner information calculated to arouse interest in the State, and they accomplished their purpose admirably. To their dissemination can be traced much of the growth of the desirable immigration from the East, which has since resulted in developing the great industries of the State. In the columns of these annual surveys of the growth of the State will be found appreciations of its climatic advantages which long antedate the discovery by the boosters of Los Angeles that the climate of California is one of its greatest assets. It is no vain boast on the part of The Chronicle when it asserts that it induced the inhabitants of the once sleepy city of Los Angeles to make the best use of that with which they were so liberally endowed by nature.

The Chronicle's Thoroughness

There is another innovation in journalism introduced by The Chronicle during the eighties deserving of more than passing mention. One of the charges brought against the American press by British critics was a lack of thoroughness, by which was meant the disposition of the average writing editor to recognize that busy people wish to get at the nub of a proposition quickly, the result of which was the production of articles lacking in detail and otherwise defective. In its thirty-eight column report of the reception to Grant, The Chronicle showed that it was possible for an American paper to be thorough. On numerous occasions afterward this exploit was matched. On August 19, 1883, the Knights Templar of the United States held their triennial conclave in San Francisco and The Chronicle signalized the meeting by publishing a history of the order, which occupied seven pages. Appreciative Templars declared nothing of the sort had ever been done before by a newspaper. On May 14th of the succeeding year, the occasion being the laying of the cornerstone of the Odd Fellows' building on the corner of Seventh and Market streets, the paper presented a history of Odd Fellowship in America. On August 2, 1886, the Grand Army of the Republic held its annual encampment in San Francisco. The event suggested the writing of a "History of the Civil War," which occupied 102 columns of The Chronicle, an amount of matter which would fill a good-sized volume. The centenary of the death of Junipero Serra, August 28, 1884, was the text for a four-page sketch of the missions of California and the work of the padres.

The Advocacy of Principles

These and other serious efforts contributed greatly to the reputation of The Chronicle and caused it to be recognized as one of the foremost journals of America. From its inception, The Chronicle had been pronouncedly Republican. In its infancy, when it still retained the prefix "Dramatic," it was a strenuous supporter of the Union cause, and, when peace was established, it remained devoted to the party which had preserved the integrity of the Union. But, while there was no mistaking its Republican proclivities, it did not hesitate when occasion seemed to demand to criticise and oppose the men who controlled the party. It gave a significant example of this tendency when it unhesitatingly exposed the machinations of the Federal ring in 1877, and it was unceasing in opposition to the domination of the party by the railroad. Its constant antagonism to the practice of corporation interference with politics procured for it the enmity of the managers of the railroad and the friendship of the people. It was, however, a stanch believer in the integrity of the Republican national organization and constantly advocated the theory that abuses could be best dealt with by effecting reforms within the party, and, because of its devotion to that principle, it achieved a degree of influence approached by no paper outside of the great Eastern cities.



CHAPTER XVI

NOTABLE INSTANCES OF THE "JOURNALISM THAT DOES THINGS."

Slow Recognition of the Demand for Regulation of Monopolies—Democratic Defenders of the Railroads—Eastern Attitude Slow to Crystallize—The Frustration of Attempts to Reform—A Problem That California Might Have Successfully Worked Out—Failure to Elect Honest Commissions—A Victim of Judge-Made Law—Absurd Results of the Board of Equalization Decision—The Evils of Non-Partisanism—Political Career of George Hearst—He Makes a Handsome Present to His Son—Examiner Passes Into Possession of William R. Hearst—The Chronicle's Advocacy of the Protective Policy—A History of Education in the United States—Another Instance of the Journalism That Does Things—The Chronicle Demonstrates the Desirability of Weather Warnings to Agriculturists and Fruit Growers—Millions Saved to the State by Newspaper Enterprise—The Chronicle Forms a News Association—Numerous Patrons Served—Chronicle Press Association Absorbed by Associated Press—M. H. de Young a Director of Associated Press for Twenty-seven Years—Illustration Growth—Big Type in Heads—Book Reviews—Dramatic Critics—A Training School for Statesmen—Noted Contributors.

IT MAY not be amiss to explain to the reader who might gain the impression that the spotlight has been kept too steadily on The Chronicle that it practically kept the center of the stage during the eighty decade, and that its rivals made little effort to dispute the position it had attained. The Alta had long since ceased to be regarded as a leading journal and had become the target of the jokesmith. Not that it lacked good writers, but the vehicle for conveying what they wrote to the reading public had become so impaired by the failure to keep up to date that it had almost ceased to run. In the later years of its existence it had become a Democratic organ, and preached sound Democratic doctrine, some of which placed in parallel columns with the utterances of present-day papers would seem very strange. That was the period when Democratic editors wrote vigorously in opposition to the alleged Republican tendency toward centralization. The closing years of the eighty decade were made memorable by the confusion created in the minds of "Bourbon" editors by the radical attitude of Senator Reagan of Texas, the introduction of whose interstate commerce bill was coldly viewed by many of them as an invasion of the rights of the states, but the necessity for supervision of transportation corporations had become so apparent that there was little serious opposition to what is now recognized as the Federal entering wedge of governmental regulation. The Alta, and the other Democratic papers of California, were slow to recognize this feature of the new legislation, although some of them, considering their ownership, should have been quick to perceive the outcome of a movement which made a national question of what had been a purely local one up to 1887, when the first interstate commerce act was passed by Congress.

Defenders of Railroad Monopoly

Before 1887, there had been plenty of discussion in the East of the possibilities of railroad monopoly, but it never assumed the acute form it took on in California as early as 1871, when, as already related, a convention of electors in San Francisco openly denounced railroad abuses and demanded that they should be abated. These resolutions almost passed unnoticed in California. When editors deigned to speak of them they were more apt than otherwise to treat them disrespectfully because of their source. The Democratic press, in particular, adhering to the idea of laissez faire, spoke of them as agrarian vaporings or treated them with silent indifference if not contempt. Between that date and the adoption of the California Constitution of 1879, the discussion in the Eastern press was academic or flippant. The growing tendency of the Pennsylvania Railroad to gain favors by controlling Legislatures did not excite much indignation, and the degree of alarm felt may be measured by the fact that it was regarded as a stroke of facetiae to speak of New Jersey as "the State of Camden and Amboy," thus delicately implying that the corporation which directed the destinies of that railroad, which was one of the nucleii of what has since become the great Pennsylvania system, did pretty much as it pleased in the commonwealth separated from Philadelphia by the river Delaware. In Massachusetts some apprehension concerning the growth of monopoly found expression, and the legislators of the Bay State thought they had discovered a solution of the problem when they provided for a Commissioner who was endowed with no powers, but was permitted to have his learned reports printed at the expense of the State, which were promptly forgotten as soon as issued.

The Frustration of Attempts to Reform

The agitation in California had a different outcome. After eight or nine years of denunciation and demand for the enactment of regulative legislation, the Constitution of 1879 was adopted. It created a Commission consisting of three members and endowed it with plenary powers, but it proved no more efficacious in curbing the evils complained of than the body which it supplanted, which could only report and make recommendations to the Legislature. This result is directly chargeable to the hostility or indifference of the press which had antagonized the Constitution of 1879, when it was up for adoption. Varying motives accounted for this unfortunate attitude, and the least creditable of them all was that of jealousy of The Chronicle. Had not that spirit manifested itself the country would have been saved much later turmoil, for California could have worked out the problem in such a way that it would not have occurred to anyone in Congress to suggest the revolutionary step of breaking down the safeguards against Federal encroachment, which the wisdom of the fathers had provided. It was decreed otherwise, however, for as soon as the victory had been gained by the people, the railroad at once set to work to prevent its fruits being gathered. By clever manipulation it succeeded in having venal Commissioners elected, and also Legislatures which were quite ready to tie the hands of the solons, if they showed any disposition to break through the restraints imposed by the corporation.

Failure to Choose Honest Commissions

The provisions of the Constitution which would have enabled an honest Commission to carry out every reform contemplated, and which would have anticipated later legislation in this State and made Federal interference practically unnecessary, were permitted to fall into desuetude, as were also those relating to the State Board of Equalization, which were designed to prevent the unequal assessment of land. So indifferent were the people to what they had gained that they allowed their courts to read a meaning into the Constitution for which there was no warrant in the words or spirit of that instrument. The express object of the creation of the State Board of Equalization was to correct the abuse of assessing the land of a person or corporation at a figure lower than that at which land of equal value and similarly situated had been assessed to others. This was provided for in unmistakable language, but the courts deliberately held that the organic law did not mean what it said, and set up the absurd rule that the State Board could not raise or lower individual assessments, but would have to correct inequalities by raising or lowering the entire roll of a county or counties. This produced the absurd anomaly of raising the value of gold coin and mortgages, and it became necessary to remedy the inconsistency by amendment. The amendment did not abate the evil, but it converted the State Board of Equalization into a machine which could be and was used to punish the taxpayers of one part of the State to relieve those of another part. In the end, relief was found by practically converting the State Board into a body whose most important duty now is to compute the gross earnings of corporations in order to determine how much they must pay into the treasury.

The Evils of Non-Partisanism

The attempt to arouse the people from the indifference into which they had fallen occupied a great deal of space in the editorial columns of The Chronicle, but naturally it proved unavailing. It is difficult to place the blame for this miscarriage. Partisan politics is sometimes held responsible, but in view of the fact that those who benefited by the laxity of the courts, the venality of commissions and the turpitude of Legislatures were strictly nonpartisan in their manipulations, the charge is manifestly absurd. It was not partisanism, but popular indifference that did the mischief. Had the same active interest been manifested when times became better that was shown during the period when depression operated to produce sand-lot troubles and widespread discontent among farmers, the outcome would have been vastly different. It is impossible to keep interest at concert pitch when times are good, for then common sense and warnings of all kinds are treated as were those of Cassandra of old. Perhaps that explains why The Chronicle enjoyed a monopoly of the dubious privilege of finding fault. Whether it does or not, the fact remains that it alone of the daily papers of San Francisco unceasingly denounced the failure to enforce the provisions of the new Constitution. Not that much would have been gained had the attitude of the remainder of the press been different. As already stated, the Alta had declined in prestige so greatly it was said of its editorial columns that they were a safe repository for secrets. The Call and Bulletin had committed themselves so absolutely to the assumption that the Constitution was utterly bad it would have been ludicrous for them to champion anything in it, no matter how thoroughly its wisdom might have been approved. The Evening Post had already entered on its career of alternation of ownership, which implied a power behind the throne, and the Examiner was too entirely devoted to the higher politics to interest itself greatly in such matters as the regulation of corporations.

Examiner Becomes Property of W. R. Hearst

The Examiner did not appear as a morning paper until October, 1880, when it passed out of the ownership of Philip Roach and his associates and nominally passed into the possession of W. T. Baggett. It was soon transferred by him to the Examiner Publishing Company, of which George Hearst was the head. There was no secret concerning the object of its acquisition. Mr. Hearst had political ambitions, and believed that they could be attained most easily with the assistance of a personal organ. He was a member of the California Assembly in 1865 and in 1882 he was an unsuccessful candidate for the Democratic nomination for Governor. In 1885 he obtained the complimentary vote of the Democratic minority in the Legislature, and on March 23d of that year he was appointed to fill the vacancy created by the death of Senator John F. Miller, but the Republican Legislature did not permit him to fill out the unexpired term, electing A. P. Williams in his stead. But in January, 1887, he had his innings, the Democratic majority sending him to Washington to represent California in the upper house of Congress. On March 4, 1887, Senator Hearst signalized the occasion of taking his seat in the United States Senate by turning over the Examiner to his son, William Randolph Hearst. During the period preceding the accession of William R., the Examiner was run on substantially the same lines as those followed in its previous career. Its managing editor was Clarence Greathouse, better known as a genial gentleman and a clever politician than as a newspaper man. Perhaps he recognized this fact, for he subsequently abandoned the profession and became the confidential adviser of the Emperor of Corea, graduating from the United States Consul Generalship into that position. While Mr. Greathouse was in charge of the Examiner it was always stanchly Democratic and was never guilty of straying from the straight path.

A Leading Advocate of the Protective Policy

The Chronicle on national issues after 1880 was always Republican. It had before that time exhibited its devotion to the principles of protection, but as the years wore on, and California began to build up its great horticultural industry, it began to urge more strongly than ever the desirability of the State, arraying itself on the side of the party that could be depended upon to secure for the citrus fruit growers and the producers of prunes the same advantages which the Eastern commonwealths had derived from the protection of manufactured articles. The Chronicle was not very sanguine that the policy would have any appreciable effect upon the development of manufactures on the Pacific Coast, for it recognized that a large near-by market was essential to the profitable pursuit of the industry, but it was convinced that the State would profit by creating a great home market for its products, and, therefore, urged with vigor and all the arguments at its command that prosperous ironworkers in Pennsylvania and other Eastern states would result in the creation of big armies of consumers of prunes, oranges and other fruits. It did not content itself with repeating the stock arguments of the protectionists, but displayed the same thoroughness in its investigation of this great problem as it had shown in other fields. As early as the campaign which resulted in the election of Garfield, the subject was treated in all its aspects, and in the succeeding years it became recognized as one of the foremost exponents of the protective policy and its articles on the subject were widely quoted. In the campaign of 1888, it devoted eight pages of a special protection edition to a history of the operations of the protective tariff in the United States, which was spoken of in Congress as the most thorough presentation of the subject ever made in the columns of a newspaper.

The Independence of The Chronicle

The fact that The Chronicle devoted much space to the elucidation of the tariff problem, and that its proprietor, M. H. de Young, began very early to be recognized as a factor in national politics, being frequently chosen as a National Committeeman and as a delegate to the national conventions of the Republican party, did not have the effect of making an organ of the paper. It steadily and consistently advocated the vital principles of Republicanism, but unhesitatingly criticised what it regarded as abuses within the party. It was zealous and untiring in a campaign, but never took orders or looked for any reward other than the satisfaction derived from being on what it conceived to be the right side. It believed in a paper clearly enunciating its principles, and unhesitatingly characterized as a mischievous tendency the disposition to get rid of party responsibility by the device of non-partisanism, which it urged was usually a cloak for carrying out designs which could not receive a formal indorsement from any body of men desirous of upholding a principle. But these convictions were urged in the same manner and with the same object that it published its "History of Education" on July 17, 1888, on the occasion of the meeting of the National Educational Association in this city. It believed it was performing a public service in devoting eight pages to that subject, and felt that its publication would reflect credit on the community, whose support made possible so voluminous a treatment in a daily paper of so vital a subject.

The Journalism That Does Things

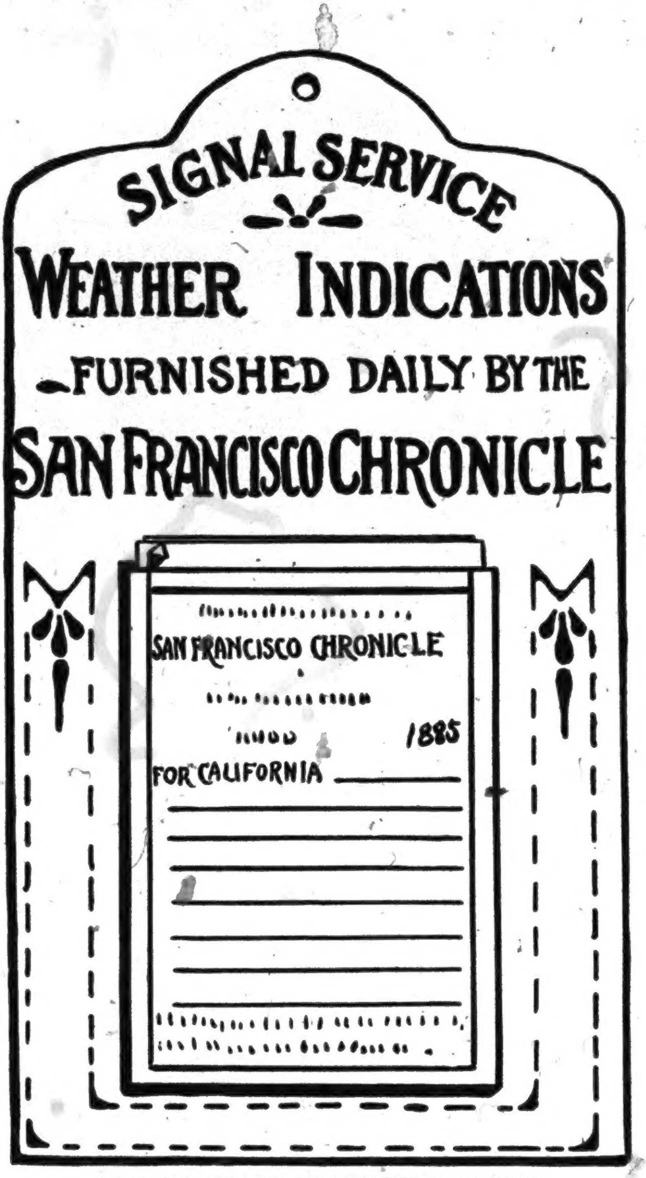
In the preceding chapters many instances of "the journalism that does things" have been presented, but none transcends in importance and permanent value the part played by The Chronicle in broadening the operations of what is now known as the Weather Bureau, but which in 1887 was a corps of the United States Army, known as the Signal Service. Meteorology was then an undeveloped science. It would not be accurate to say that it was in its infancy, for it had occupied the attention of many students for a long time, but the practical results of their studies at this time extended no further than the issuance of maritime warnings which kept sailors from putting to sea when a storm was brewing, and predictions consulted by the credulous who wished to know whether it was prudent to go abroad without an umbrella, or prospective picnickers who were anxious concerning the state of the weather. But there were men in the Signal Service who had great faith that meteorology with proper encouragement would some day be developed into an exact science, whose workings would prove of incalculable benefit to mankind. Among these believers was Lieutenant, now Colonel, W. A. Glassford of the United States Army, who was then in charge of the branch of the Signal Service having its headquarters in San Francisco. Lieutenant Glassford's duties brought him into contact with The Chronicle, and he succeeded in imparting some of his enthusiasm to the paper, which undertook the costly experiment of demonstrating that the weather warnings could be made as useful to the agriculturist on land as to the mariner who goes down to the sea in ships.

The Chronicle's Weather Warnings

The Chronicle had long been engaged in the work of stimulating the orchard and vineyard industries of California and had made a study of the drawbacks attendant upon the culture of citrus fruits and grapes. In common with everyone who gave the matter attention, it recognized that if the science of meteorology could be developed to the stage that would permit forecasts to be made a sufficient time in advance to allow warnings to be sent to producers much might be done to minimize the hazards of the horticultural and viticultural industries. Lieutenant Glassford was confident that storms and low temperatures could be foretold sufficiently long in advance of their coming to admit of proper precautions against injury. But the question was: How can the warnings be got to those interested? It was at this stage of the meteorological game that The Chronicle stepped into the breach. The Federal Government had not been unduly liberal in making appropriations for the weather branch of the Signal Service, and it was obliged to hew close to the line in its operations. A sum was provided for a fixed number of observers, for the rental of quarters and for the purchase of instruments, but there was no provision made for sending out warnings by telegraph or otherwise. There was no order, however, interfering with the making of experiments, provided that they involved no draft on the Treasury, and when the suggestion was made to Lieutenant Glassford that a demonstration be made of the feasibility and value of land warnings, he was quick to embrace the opportunity which The Chronicle offered him to prove that the service could be made highly beneficial to the horticultural interests of the State.

How the Growers Were Warned by The Chronicle

A scheme was mapped out which required the active co-operation of the communities to be benefited. In addition to the stations where volunteer and regular observers had already been provided with the necessary instruments, a large additional number of stations were created, the volunteer observers of which were expected to make the readings and perform the simple duties connected with the carrying out of the plan, the principal feature of which was the posting of warnings which were to be sent from San Francisco by telegraph. For the purpose of displaying these warnings The Chronicle had constructed neat frames of tin properly glassed to protect the bulletins from the weather. In all, there were nearly one hundred of these bulletin boards provided, on which were daily displayed the weather predictions of the chief signal officer in San Francisco. Local interest in their dissemination was so great that steps were taken promptly to utilize the information, and by various devices, such as the raising of flags, blowing of whistles, etc., the countryside was quickly acquainted with impending changes. The demonstration was a thorough success, and was made at great cost to Mr. de Young. It was continued during three months, and before its conclusion Congress was being bombarded by the horticultural and other interests of California to maintain it permanently. The response was not as swift as it might have been, perhaps because the predecessor of Gen-


SIGNAL SERVICE
WEATHER INDICATIONS
FURNISHED DAILY BY THE
SAN FRANCISCO CHRONICLE
SAN FRANCISCO CHRONICLE
1885
FOR CALIFORNIA

BULLETIN BOARD OF WEATHER SERVICE

Started by Chronicle in 1885 to demonstrate the feasibility of giving timely warnings to the agriculturists of California, subsequently adopted by the Government.

eral Greely did not take a lively interest in the matter. When that officer came to the head of the service he framed a report which was considered by Congress and acted on in a half-hearted way. General Greely dwelt with emphasis on what had been accomplished by The Chronicle and urged an appropriation which would permit the continuance of the service along the same lines. He obtained some recognition, out of which has grown the system of warnings which annually save large sums to California growers, but, to quote the opinion of G. H. Wilson, the local forecaster, the service is still a long way from conferring all the benefits which we might be deriving if The Chronicle's scheme had been carried out in its entirety.

Bringing News From the East

Turning from the contemplation of a bit of newspaper enterprise of the kind yclept "the journalism that does things," it will be instructive to recount the development of the telegraphic news service of the San Francisco press. Incidentally, the recital may clear up some purposely created obscurities concerning the organization familiarly known as the Associated Press. When Mr. de Young entered the journalistic field his finances did not permit him to entertain the notion of carrying a regular telegraphic service, but with the growth of his paper and attendant prosperity he began to study methods of keeping its readers in touch with the rest of the world. It was open to The Chronicle, of course, to bring a special report from the East, but that precluded anything like an extravagant display of news by wire. There are traces in its columns of that curious idea that there is something about the gathering of news which makes combinations to that end a public matter in which any one desirous of doing so should be permitted to enjoy the specially created facilities. But that attitude did not endure long. The Call, the Bulletin and the Sacramento Union had associated themselves together for the purpose of bringing to the Coast the news gathered by the New York Associated Press, one of the several associations formed for the purpose of bringing news to the papers of the sections in which they operated. There was no possibility of breaking into this combination, so The Chronicle secured a report from an organization called the American Press Association, which was brought over the wires of the Union and Central Pacific Railroad. This company was known as the Pacific Telegraph Company, and was energetically seeking business, and the result was a fairly good service, but not comparable with that furnished by the Associated Press of New York.

M. H. de Young Director of Associated Press

After a long struggle, The Chronicle secured a franchise from the New York Associated Press. This involved the bringing of a report from the East, the entire expense of which had to be borne by the paper until it organized a news service of its own, under the title of the Chronicle Press Association. Very early in its career The Chronicle had begun effectively to cover the news of the Pacific Coast. It was thus placed in a position to serve a report to its clients, covering the whole field of news when it obtained its franchise from the New York Associated Press in 1875. It soon had numerous customers, among them the San Francisco Examiner, the Evening Post, the San Jose Mercury, the Oakland Tribune, the Sacramento Bee and the Portland, Oregon, News. About 1881, the Western Associated Press, which up to that time had maintained relations with the New York Associated Press, resolved to act as an independent organization and sought to effect alliances which would strengthen it sufficiently to make it a national organization of great strength. Overtures were made to The Chronicle to take over its association, the business of which was not very profitable and was attended with some inconveniences and annoyance. M. H. de Young went to Chicago and was at once made a member of the Western Associated Press. Before the Chronicle Press Association ceased to exist, Mr. de Young stipulated that his clients should receive the reports of the Eastern organization. Subsequently, he was elected a director and continued to serve in that capacity for twenty-seven years, during the period in which it was developing into the greatest news-gathering association in the world.

The Growth of the Illustration Habit

The most notable change in journalistic methods during the eighties of the nineteenth century was the growing disposition to use pictures. Reference has been made to early efforts in that direction, but they never developed into a steady feature. The facetious were still inclined as late as 1885 to charge that the portrait of Lydia Pinkham, which appeared in the advertising columns of most dailies of the period, was made to do duty as a representation of all sorts of celebrities "without regard to sex, color or previous condition of servitude." There is a tradition in the artroom of The Chronicle that a timid effort to illustrate reading matter begun in 1880 was abandoned because of the ribald jokes and the insistent prediction that all efforts to produce passably decent pictures in papers printed on rapid perfecting presses must fail. Whatever the cause, it is a fact that Sunday illustrations were dropped for several years. In June, 1885, there was a sudden outburst of artistic energy and, after that date, pictures were regularly printed in the Sunday magazine section and sometimes appeared in the daily. On January 1, 1887, The Chronicle annual appeared with a full-page map of California and some fifty illustrations of business houses and manufacturing plants of San Francisco. By this time the use of illustrations in the daily had become common, and they were growing in size, a fact which testifies that the editor was becoming hardened to criticism, or that the art had really advanced sufficiently to destroy the point of the Lydia Pinkham joke.

Progress in Newspaper Illustration

The ability to turn out cuts quickly enough to make them available for use in a daily paper was due to the adoption of what came to be known as the chalk process, an invention attributed to Mark Twain. Although the author had taken out a patent, it later developed that the process had been successfully used in England many years earlier. It had no advantage over the wood cut, except in the matter of rapidity of production. In the preparation of a wood cut the artist made a pencil drawing upon box wood, which was cut in relief by an engraver, and from this it was necessary to secure an electrotype, which had to be properly mounted to make it available for use on a rapid press. In the chalk process, the artist drew his picture with a bent steel needle on a steel plate covered with a thin layer of precipitated chalk and white clay. The drawing once finished the plate was ready for stereotyping without further preparation. It was a great time-saving method, a block being easily made ready for the chase in less than twenty minutes. But it had its disadvantages. The artists found the work of scratching the chalk-covered plates very disagreeable, and its use placed all sorts of limitations upon them. There was no opportunity to use pen or brush and freedom of execution was entirely out of the question. The process, however, was speedily superseded by the resort to zinc etching, which permitted more liberties to the artist. At first only pen drawings on Bristol board were used when this method was employed. These drawings were photographed and printed on sensitized sheets of zinc and etched with nitric acid; the part to receive the impression was a high relief, and specially devised machines were used to cut away the superfluous metal. This method, introduced in 1890, was in vogue until 1898, when photo engraving took its place. By this method, photographs, wash drawings, paintings and water colors are reproduced directly. The copying by camera was done by interposing a finely-ruled glass screen. After transferring the image thus obtained to zinc and etching it a block was produced ready for the printer. In the earlier stages of the photo engraving process screens ruled too finely were employed, and the subsequent stereotyping process resulted in the filling up of the lines. This difficulty was overcome in a measure by inserting the zinc plates directly into the stereotype plate. This took more time than could be spared in regular daily editions, so the plan of printing direct from the etched zinc was confined to the pictures for Sunday editions and a coarser screen was used for quick work.

The Advertiser and Big Type

Although the use of pictures grew rapidly toward the close of the eighties, the tendency to employ large display type in the construction of heads was not very marked. There were some departures from the uniform style prevalent, but they were not pronounced enough to attract general attention. While the uniform method of heading articles was maintained, it was possible for the editor who "made up" the paper to arrange his matter so that the reader could easily find the sort of news in which he was specially interested. The later resort to what is called "freaking" has made this impossible. The insistence of the advertiser upon having his announcements printed alongside of reading matter has helped to contribute to this result, and the most ingenious "maker up" no longer attempts to mass matter of the same sort, and feels happy if his skill is adequate to the task of presenting a story in unbroken sequence. It is urged in favor of the new method that a busy generation refuses to take the trouble to read a description of any length and that, therefore, it is desirable, if not absolutely essential, to give as much information as possible in heads, the type of which should be large enough to arrest the attention of the indifferent as well as the real seeker after news.

Some Old-Time Writers

During the eighties there was a marked accession of capable writers and newspaper men in San Francisco, many of whom were graduated from The Chronicle on to other papers. There were no colleges of journalism in those days, but The Chronicle had achieved a reputation as an excellent training school, and a long list of men who were once on its staff and later achieved success in running papers of their own could be quoted. The destruction of the records of The Chronicle and other newspaper offices renders it difficult to present anything like an accurate "Who Was Who" in journalism at this particular time, but the names of several of the best-known come readily to the mind of old-timers. Frank M. Pixley was still firing at his chosen targets on the Argonaut; D. F. Verdenal was writing snappy paragraphs for the Stock Exchange; J. F. Bowman, for many years an editorial writer for The Chronicle, continued with the paper until his death in 1884; E. J. Andersen, for many years private secretary for Charles de Young, found time to write on naval subjects, and to organize the library of The Chronicle on a basis which made it one of the best-known sources of contemporary information in the country. Mr. Andersen is still in harness, and enjoys the distinction of having been connected with the editorial end of a newspaper longer than any other man in San Francisco. George Hamlin Fitch came to The Chronicle from the New York Tribune in 1880, and his work still delights the readers of the paper. He has been its book reviewer for nearly thirty years, and he is acknowledged to be one of the best and fairest of American critics. His duties though onerous have not prevented his entering the literary field in the capacity of author, and it takes a good-sized shelf to hold the books which bear his name on their title pages.

Dramatic Critics, Book Reviewers of The Chronicle

Before Mr. Fitch took charge of the book reviews of the paper that department was under the charge of Albert Sutliffe, who combined the duties of dramatic and literary critic. Mr. Sutliffe was a versatile writer and frequently contributed editorials and special articles. He shared the ambition of the newspaper man of the period and when the French made war on China he went to Tonquin for The Chronicle as its special correspondent. Mr. Sutliffe was succeeded by Piercy Wilson, an English writer, with a taste for dramatic criticism, which he combined with a love of sport. He was assisted by Thomas J. Vivian, now with the Hearst papers in New York. Vivian was gifted with a vivid imagination, which enabled him to conceive the impossible and describe it as an actuality in a convincing manner. He wrote many special articles for the Sunday Chronicle, and struck a novel note as often as any writer for the American press. He was an especially forceful dramatic critic, and had an astonishing familiarity with the literature of the stage. In the early eighties, Peter Robertson became the dramatic critic of The Chronicle, a position filled by him for nearly a quarter of a century. Mr. Robertson had the faculty of telling the truth without irritating, and was greatly esteemed by members of the dramatic profession whose fur he sometimes stroked the wrong way. Mr. Robertson, like many other writers on the staff of The Chronicle, must be ranked as an author. His collected sketches, appearing under the title of "The Seedy Gentleman," had a considerable vogue. He was a great favorite among the members of the Bohemian Club, who honored him by making him their president.

A Training School for Statesmen

It may require more evidence than two or three instances afford to establish the claim that The Chronicle newsroom was a training school for statesmen, but that department of the paper has to its credit two United States Senators and one Secretary of the Interior. Henry C. Hansbrough presided at the telegraphic desk of The Chronicle for two or three years. He was a rapid copy reader and could construct a head which attracted attention. He took a keen interest in politics and when the Dakotas were coming into prominence he left California to strike out a new career for himself in that country. He achieved success in his chosen field and was elected to the United States Senate, serving his State two terms.

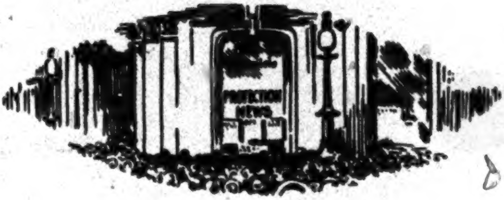
Shortly after The Chronicle entered its new home on the corner of Bush and Kearny streets, a young man named Frank J. Cannon introduced himself to the editor, stating that he would like a desk position which would give him the requisite training to fit him to run a paper which he contemplated starting in Ogden. There was a vacancy at the time and he was installed as reader of Coast exchanges and Coast telegraph editor. He was industrious and quick to learn, but did not exercise undue haste in finishing his education. He carried out his purpose of starting a paper, and later was elected United States Senator from the State of Utah. He is now the editorial writer for the Denver Rocky Mountain News. The third on the list was Franklin K. Lane, the present Secretary of the Interior. Mr. Lane acted as The Chronicle's telegraph correspondent in New York. He was a young man at the time, but possessed a fund of discretion, and the news editor paid him the compliment of permitting him to do his work without telling him how to do it. "Ned" Townsend, as he was familiarly called at the time, might be referred to as a fourth on the list, for he is now a member of Congress from New Jersey. Mr. Townsend began his San Francisco career on The Chronicle, but later joined the Hearst papers. His "Chimmie Fadden" papers won for him national newspaper fame.

Well Known Chronicle Contributors

An attache of The Chronicle whose work attracted attention in the eighties was Harry Dam. He had a brilliant style and an aptitude for dramatic work. After some years' service on the paper, Mr. Dam was made the executive secretary of Governor Stoneman. When his labors in Sacramento were concluded he emigrated to London, where he succeeded in having two or three of his plays staged and achieved a distinct success. Charles Warren Stoddard, Joaquin Miller, Prentice Mulford, George Alfred Townsend and Alexander Del Mar were regular contributors of The Chronicle during the eighties. Stoddard was sent to the Hawaiian islands and to the Near East and his letters were a regular Sunday feature of The Chronicle for nearly eleven years. Joaquin Miller's contributions were as frequent, but did not extend over so long a period. Prentice Mulford wrote articles which were characterized by one critic as common sense philosophy. He was far more familiar with life in the mining camps of the early days than Bret Harte, and came nearer giving a true picture of the gold hunters than that author. Alexander Del Mar was a mining engineer whose occupation carried him all over the globe, and, in addition, was an author of distinction and became a recognized authority on the subject of money. Some of his earliest work was done for The Chronicle, and one notable article, written in 1881, on the growth of corporations, foreshadowed in a remarkable manner what has since come to pass.

Other Noted Writers

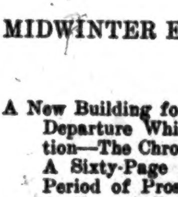
It was sometime in the eighties that W. W. Naughton, afterward the sporting editor of the Examiner, attached himself to The Chronicle staff. He recalled with considerable amusement a short time before his death, in a conversation with the writer, the fact that when he first began to make a specialty of reporting sports for The Chronicle the question was seriously raised whether there was enough news of that particular kind to furnish a couple of columns regularly on Sundays, in addition to that presented in the daily. Thomas E. Flynn, who was the first to undertake the task of providing a regular column of that sort, can testify that the job was not an easy one. The reference to Flynn's connection with The Chronicle recalls the fact that he, with Arthur McEwen and Joseph Goodman, during the eighties started a weekly paper, the professed object of which was to hold up a journalistic mirror in which defective San Franciscans might see themselves as others saw them. The venture earned what the French call "an esteemed success," but it was not profitable, and met an early fate. The trio were exceptionally fine newspaper men and excellent writers, but their journal, even with the help of Sam Davis, who was one of the organizers of the Sazerac lying club, proved an unprofitable venture.



CHAPTER XVII

MIDWINTER EXPOSITION OF 1894 AND ITS EXTRAORDINARY SUCCESS.

A New Building for The Chronicle at Market, Geary and Kearny—An Architectural Departure Which Caused Much Headshaking—M. H. de Young's Bold Innovation—The Chronicle's Big Strides in the Eleven Years Between 1879 and 1890—A Sixty-Page Edition—Some Remarkable Comparisons—Hard Times After a Period of Prosperity—A Successful Attempt to Turn Aside Adversity—M. H. de Young's Proposition to Hold a Midwinter Fair—A Conspicuous Instance of the Journalism That Does Things—The Story of a Big Enterprise—The Manner of Its Suggestion in Chicago at the Columbian Fair—An Idea Received With Enthusiasm—The Ball Set Rolling in Chicago—Local Attempts to Head off the Project—Fears That It Could Not Be Successfully Carried Through—The First Modest Plans—Organization Effected and M. H. de Young Selected Director-General—Commissioners Oppose Location of Fair in Golden Gate Park—Formal Ground Breaking August 24, 1893—Work for the Unemployed—Four Short Months in Which to Get Ready—One Hundred and Fifty Buildings Erected—Ready to Open on Time—A Succession of Festivals and Other Events—An Exposition Which Was Made to Finance Itself—What It Did for Golden Gate Park and the City of San Francisco.



ON THE 10th of June, 1890, the proprietor of The Chronicle held a reception in the new building on the corner of Market, Geary and Kearny streets, especially constructed to house the new plant of the paper. The event was one of more than ordinary importance because it marked a departure in architecture which was characterized by many as venturesome, but the wisdom of which was approved by the event. The era of tall buildings had begun at the East several years earlier and the term "skyscraper" had already become familiar to San Franciscans, but no one in the city imagined that anyone would be bold enough to introduce the new style of construction to Californians. When M. H. de Young, in 1888, announced the consummation of his plans for building a ten-story steel structure on the site which was made the center and heart of the city by the carrying out of his determination there was a general shaking of heads. San Francisco had undergone an experience twenty years earlier which was still fresh in the minds of many, and predictions were made that in the event of another visitation the innovator would have cause to regret his temerity. But the apprehensions and criticisms of those who had not investigated the subject had no effect on Mr. de Young, who had gone into the matter thoroughly with the leading architects of Chicago, Burnham & Root, the pioneers in the construction of lofty office buildings in that city, and was convinced that a building erected on the most approved modern lines would stand any shock to which it might be subjected.

Saved From Being a Squatty City

The erection by M. H. de Young of The Chronicle's ten-story building in its central location may, therefore, be characterized as an exhibition of "the journalism which does things," as it encouraged the timid to abandon a fear the retention of which would have caused San Francisco to stand out as an exception to American cities. In an era of lofty structures it would have remained a city of low buildings, which would have seemed squatty by comparison with those of the other great marts of the country, and would have perpetually advertised to the rest of the world an apprehension which had no real existence, for it was not true at the time that San Franciscans were afraid of earthquakes or gave their possibilities much consideration. The prognosticators of evil were simply indulging in speculations suggested by an innovation, a fact attested by the comparative promptness with which the "daring" example of Mr. de Young of The Chronicle was followed. Nevertheless, it is reasonably certain that the almost dormant feeling would have proved a sufficient obstacle to a departure from the old order of construction had not someone been brave enough to break away from a limitation which was fettering the progress of the city.

Big Strides Made in Eleven Years

The erection of The Chronicle building and its occupation on June 10, 1890, was noteworthy, also, for another reason. It marked in a most significant manner the strides made by the journal in the short space of eleven years. In 1879, when the paper moved into the home built for it on the corner of Kearny and Bush streets, the newspaper men invited to inspect the equipment of the new building concurred in the opinion that it would be adequate to the needs of a growing journal for a century to come. The most imaginative on that September day in 1879 were unable to foresee a tithe of the great changes eleven years would bring about; they could talk fluently about the expansion of the city, and make estimates of future population, but their prophecies were attended by that vagueness of detail which tells the story of the shadow of an idea too faint to be dignified as a concept. In 1890, when the throngs invited to inspect The Chronicle's new home invaded every part of the building, from the pressroom in the basement to the outlook from the tower, there was a more respectful attitude toward possible change. There was a feeling that the new location would become the heart of the city, but, in the minds of some at least, there lurked the idea that more room might be needed on that particular corner at some future day, and that the spick and span new equipment from top to bottom might have the same fate as that left behind at Kearny and Bush streets, when The Chronicle moved into its new quarters.

Although the reception occurred on the 10th of June, the event was not celebrated in the columns of the paper until June 22d, when a sixty-page edition was issued. This was by all odds the largest paper ever printed on the Pacific Coast. Its principal features were an illustrated description of the new building, and a detailed history of the progress of the paper during the twenty-five years of its existence. This afforded a fine opportunity to make some instructive comparisons, and they were made in a way which conveyed to the reader the impression that the jump in size

FIRST STEEL "SKYSCRAPER" IN SAN FRANCISCO
Erected by M. H. de Young in 1890, on the corner of Market, Geary and Kearny streets, and occupied by the Chronicle until April, 1906.

The Largest Paper to Date

from the little sheet of four pages of four columns each, to a sixty-page paper of 420 columns was a big one, and well worth dwelling upon. There was no disputing the fact that the 9345 inches of reading matter in the sixty-page issue made a formidable showing when compared with the 216 inches of the premier issue, of which nearly three-fourths was advertising, but the writer, had he been able to put aside the veil of the future, would have been less sure than he seemed to be that high water mark had been reached, for since that time special editions of twice sixty pages have been printed, and the regular Sunday issue equals that upon which so much stress was deservedly laid in 1890. Another feature of the sixty-page edition was a section devoted to describing the growth of Pacific Coast towns, and the resources which promoted their advancement. On the literary side there was a distinct advance, and the first installment of chapters of a serial by Bret Harte, written especially for The Chronicle, and entitled "Through the Santa Clara Wheat," gave promise that the Sunday magazine was to continue distinctive as well as interesting.

Hard Times Follow Prosperity

The prosperity which falsified the predictions of the antagonists of the new Constitution of 1879 continued during the eighties and showed no signs of abating until 1893, the year of the Columbian Exposition. Nearly a quarter of a century of the closer relations with the East, produced by the opening of the transcontinental railroads, had created conditions on the Coast which made its trade and finances respond more quickly than formerly to the aberrations of Eastern markets. It was no longer possible as it had been twenty years earlier to escape a panic or depression having its origin on the other side of the Rocky mountains. When the collapse which followed the election of Grover Cleveland in 1892 occurred San Francisco began to show signs of suffering in common with the rest of the Union. That it escaped without serious injury and went through a financial storm which resulted in broken banks, receiverships and bankruptcies throughout the rest of the Union is wholly attributable to the fact that M. H. de Young, realizing the impending danger and being a firm believer in the theory that it is wise in times of great stress to divert the mind from brooding, suggested and promoted a project which accomplished that object and tided the community safely over the shoals of impending disaster. The project and the mode of carrying out were frankly recognized at the time as the most conspicuous instance in the history of American newspapering of "the journalism that does things."

M. H. de Young's Work at Chicago

From the moment of the inception of the idea of holding an international exposition at Chicago, The Chronicle had taken a lively interest in the success of the enterprise and contributed largely to the enthusiasm which resulted in California making one of the best and most attractive exhibits. In recognition of the personal part taken by Mr. de Young in promoting the idea of making California's showing in its peculiar industries unrivaled, he was appointed National Commissioner at Large, by President Harrison, to represent the United States Government at the Chicago Columbian Exposition, and was subsequently elected vice-president of the National Commission. Having accepted the important positions, he gave the duties devolving upon him earnest attention, and before and after the opening of the exposition he was in constant attendance in Chicago. His work as National Commissioner brought him into close relation with many foreign exhibitors, and that fact played its part in the formation of the idea which bore such excellent fruit. He found that many of them were greatly interested in California and their inquiries suggested that their curiosity might be made to take a form that would prove beneficial to the State. Having satisfied himself on this latter point, he broached what he had in mind to several prominent Californians who were in Chicago at the time, and was gratified to find that the suggestion made by him, that it would be possible to hold a fair in San Francisco at the conclusion of the Columbian Exposition, was received with enthusiasm.

An Idea That Grew Rapidly

The idea, as first outlined by Mr. de Young on May 31st, was much more modest than the subsequent realization. He thought that a suitable location could be secured in Golden Gate Park on which to erect a building the size of the Mechanics' Pavilion, in which exhibits could be housed, and that their exhibition could be made attractive by inducing some of the best concessions to visit San Francisco. Twenty acres was tentatively mentioned by him as about the quantity of space that would be required. The exchange of views by the Californians in Chicago was immediately followed by the transmission of dispatches to the Governor of California and the Mayor of the city, and prompt replies were received from them indicating their willingness to assist in forwarding the project. The latter called a meeting of prominent San Franciscans. They all agreed that such a fair as Mr. de Young proposed would be beneficial in many ways, but the most of them thought that the depression in business which had already made itself felt in San Francisco would prove an insuperable obstacle to raising the necessary funds to carry out the enterprise.

Starting the Ball Rolling

A little inquiry by the minority of the conference developed the fact that Mr. de Young's suggestion, which was given publicity by the press, appealed to the people. When he was informed concerning the apprehension that the enterprise could not be financed in a time of depression, Mr. de Young, on June 5th, telegraphed: "Permit me to put down my name as a subscriber to the amount of $5000." On June 11th, Mr. de Young, at a meeting called by the California Columbian Club in Chicago, at which there were over a hundred persons present, went more fully into details. There were several commissioners from foreign countries present, who expressed favorable views and gave assurances that their respective nations would be represented creditably, if not in an official way, at least satisfactorily so far as exhibits were concerned. Speeches were made by prominent Californians in which the belief was expressed that the fair could be made a great success and that it would result in a magnificent advertisement of the climate and resources of the Golden State. A subscription list was passed around at this meeting and $41,500 was subscribed. A full account of the meeting in the California Building was telegraphed to San Francisco, which had the effect of increasing the popular desire for the suggested fair, but did not entirely allay the fears of those who had expressed doubts concerning the ability to raise the fund that would be required to finance the undertaking, and at a meeting held on June 13th in the Mayor's office a resolution was offered which would have sidetracked the proposition had

THE MIDWINTER EXPOSITION BUILDINGS IN 1894
The Exposition was suggested by M. H. de Young, who was made its President and Director-General

it carried. But the advocates of the fair protested against this summary disposition, and asked the appointment of a committee of fifty to investigate the matter further.

The Designation Midwinter Fair

The fifty citizens were named by the Mayor and effected an organization. A committee of eleven of their number was created to formulate a plan of progress, which was submitted at a meeting held in the City Hall on June 29th. At this gathering the apprehensive were out in full force and several of them expressed the opinion that it would be impossible to carry out Mr. de Young's idea of getting up an exhibition whose name would advertise to the world California's climatic advantages in the brief period allotted. When the idea was first broached by Mr. de Young in Chicago he spoke of the potency of the phrase "Midwinter Exposition," and that title was accepted, as was also the suggestion that it should be opened on the 1st of the succeeding January. The majority of the committee did not share the timidity of those who urged that the time was too short to get ready and that the money to do so could not be raised in a hurry. Speeches were made in favor of going ahead, and there were numerous allusions to the suggestion made in a telegram from Mr. de Young that the effect of holding a fair in a time of depression would serve to convince the rest of the country that the affairs of San Francisco and California were on a solid foundation. The discussion ended in the adoption of a plan of permanent organization, which had for its main feature the provision that four buildings should be erected, the cost of which in the aggregate was not to exceed $500,000.

M. H. de Young Elected Director-General

On the ensuing day, M. H. de Young was elected President and Director-General by the citizens' committee, and an advisory board, consisting of P. N. Lilienthal, Irwin C. Stump, R. B. Mitchell and A. Andrews of San Francisco, Eugene Gregory of Sacramento, Jacob H. Neff of Colfax, Fulton G. Berry of Fresno and Joseph S. Slauson of Los Angeles, was also formed. As soon as Mr. de Young was apprised of his election he returned to San Francisco from Chicago, and immediately on his arrival set to work formulating the details. His experience gained as a National Commissioner to the Columbian Exposition was drawn upon and he soon had affairs moving in such a fashion that the skeptical abandoned their doubts. The work of securing the necessary funds was energetically pushed, and it speedily developed the soundness of the view that the right thing to do when a financial stress is threatened is to create a condition which will divert thought from impending trouble. It is noteworthy that when the subscription list was passed around all sorts of persons were ready to contribute, the workingman handing in his offering as freely as the merchant who had faith that the enterprise would benefit business, or the railroad, whose managers could foresee increased transportation receipts. The total amount subscribed, including the value of contributions other than money, was $344,319.59. The sum may seem small compared with the amounts expended on other expositions before and since, but the results achieved will bear comparison with the best.

When the idea of the Midwinter Exposition was first mooted by Mr. de Young, he spoke of twenty acres as a tract sufficiently large for the purpose in view, and he also mentioned Golden Gate Park as the proper place in which to locate the exhibition. It did not occur to him, or to anyone else for that matter, that there would be any objection to temporarily devoting a portion of the people's pleasure ground to a use which would benefit the community. By far the greater part of the more than a thousand acres composing the Park was a waste of sand hills and scrub brush, and he proposed redeeming as much of this unfrequented wilderness as would be required.

Opposition to Location in Park

But he had revised his opinion concerning the area which he at first had thought would suffice for all requirements. The multiplying evidences of popularity, and requests for space from neighboring states and counties, and from concessionaires, made it clear to him that ten times as much land as was at first suggested would be needed, and he astonished the Park Commissioners by preferring a request to set aside two hundred acres. Intimations had been thrown out before formal application was made that it would be denied on the ground that the Park could not properly be put to the use proposed, but Mr. de Young, by an energetic presentation of what he expected to accomplish, persuaded the Commissioners that good public policy demanded that "Concert Valley," then a wild waste, should be temporarily surrendered, the promise, afterward made good, being given that it would be restored in such shape that the original plans for its permanent improvement would be greatly facilitated.

Ground Formally Broken

The Park Commissioners' consent to the use of Concert Valley being obtained, Director-General de Young lost no time in preparing the site for the occupation of the buildings decided upon. On the 24th of August, in the presence of about sixty thousand people, ground was formally broken. The ceremony was preceded by a military and civic procession, one of the divisions of which was a big band of workingmen, a part of the army of unemployed who were to be benefited by the enterprise about to be inaugurated. Mr. de Young made a speech before turning the first shovelful of earth, which was largely devoted to describing the benefits which he predicted would follow the successful carrying out of the enterprise, in the course of which he dwelt upon the relief that would be afforded to a large number of unemployed artisans and toilers of all kinds, not forgetting to remind his hearers that the best possible remedy for a business depression was to do something calculated to turn the mind from its contemplation. This he declared would surely happen when the community woke to the full realization of what it was purposed to accomplish. Speeches of similar import were made by W. H. L. Barnes and Irving M. Scott, and the first earth was turned with the silver shovel especially made for the occasion.

Four Short Months in Which to Get Ready

From that moment, Concert Valley was a scene of activity. With an eye to dramatic effect, the Director-General had in readiness a band of workers with teams, and the crowd of sixty thousand witnessed the beginning of the task of converting an unsightly waste of two hundred acres into a suitable site for the big buildings, the plans for which would be in readiness before the contractor, work he ever so swiftly, could prepare the ground. There was no waiting for anything after the ground breaking ceremony, for it had been decided that the fair should be opened on the 1st of January, 1894. That left but four short months in which to complete some 150 buildings, great and small, put the grounds in order and to install the exhibits. It will be recalled that when the project was first suggested a single building of the size of the Mechanics' Pavilion, and provision for the attractions of concessionaires, were spoken of, but long before the ceremony of ground breaking the Director-General had foreseen that every foot of the two hundred acres asked for would be needed to meet the demands of intending participants.

Main Buildings and the Grand Court

The main buildings decided upon, which were to surround the Grand Court of Honor, were under construction before the contractor who was putting the grounds into shape had completely finished his task. They were five in number, and the largest, dedicated to Manufactures and Liberal Arts, was 462 feet long and 225 feet wide, with an annex 370 feet by 60 feet. The style of architecture was an adaptation from the California mission. The next largest was the Horticultural and Agricultural Building, 400 by 200 feet, surmounted by a dome 100 feet in diameter and ninety feet high. The architect in the main followed Spanish and Romanesque in his treatment, which had also a suggestion of the old missions. The Mechanical Arts had an East Indian motive. It was 330 feet long by 160 deep. The Fine Arts was suggestive of Egypt, and with its decorations of sphinxs and hieroglyphs it presented a unique and not unpleasing appearance. Its dimensions were 120x60 feet, but, before the fair opened, an annex had to be provided to accommodate the exhibits. The Administration building, with its gilded dome 135 feet high, was one of the most striking structures on the Grand Court. The architect went to Byzantium for his model, but in the ornamentation used Gothic and Moresque motives impartially, producing a satisfactory effect. It is worth noting that in scheming the general effect the color idea was adopted. The historian of the Midwinter Fair, commenting on this feature, said: "The buildings were so beautifully colored that the Grand Court, around which they stood, was said by visiting journalists to entitle the exposition to the name of 'The Opal City.'"

One Hundred and Fifty Buildings Erected

In addition to the five main buildings on the Grand Court the Commission constructed a Festival Hall, 180x160 feet, in which concerts were given and which provided a place for the meeting of conventions, several of which were held while the fair was in progress. The aggregate cost of these six principal structures was $353,731. No account appears to have been kept of the amount expended in the construction of most of the other buildings erected by states, counties, foreign countries and concessionaires, some of which nearly rivaled in size the principal structures. Several of the counties maintained separate exhibits, notably Alameda, while, in other cases, sections united for a common display. The Northern and Central counties resorted to this latter course, and Southern California had a handsome building, in which its special products were displayed. The State of Nevada made an effective display, and Oregon showed what could be done with the lumber from its great forests. The Chinese had one of the most striking exhibits, housed in a structure of a style not seen outside of China before, and the Japanese gave visitors an idea of their landscape gardening by fashioning the "Tea Garden," which still exists in the Park as a memorial of the Midwinter Fair, it being presented to the Commissioners after the closing of the exposition.

The Plaisance of the Midwinter Fair was one of its greatest attractions. The popularity of the name given to the section devoted to concessions in Chicago caught the fancy of San Franciscans and by common consent the thoroughfare along and near which the concessions were arranged was called "The Midway." Among the most alluring of these side shows were: The Forty-Nine Camp, a Dahomey Village, the Streets of Cairo, the Crater of Kilauea of Hawaii, Arizona Indian Village, Vienna Prater, Heidelberg Castle and German Village, Japanese Theater, Firth Wheel, Oriental Theater, Scenic Railway, Esquimau Village, North American Indians and Boone's Arena and Menagerie. The buildings and the inclosures for all these concessions, the state and county buildings, the principal structures on the Grand Court, grandstands and innumerable booths were all in readiness on the day announced for the opening, but untoward weather delayed the arrival of some of the principal exhibits and prevented their installation before the 1st of January, but the fair was informally opened on that date, the Director-General having resolved to redeem the promise made when the project was first launched.

Midway Plaisance and the Many Festivals

The ceremonial opening, which was marked by a grand parade, did not occur until January 29th. The day was beautiful and a vast throng was in attendance, 72,248 passing through the turnstiles. All the foreign exhibits were in place and the concession attractions were running in full blast. The states and counties were all in readiness, and their displays were a source of gratification to the Pacific Coasters who had the pleasure of seeing them. The exhibits in the foreign sections were very attractively displayed in booths, many of which were constructed at great expense and handsomely decorated. From that day until the closing of the gates on the Fourth of July, there was a continuous succession of fetes and events. There were parades by day and fireworks and electric displays by night. The first real acquaintance with the possibilities of electricity in the way of illumination was made by San Franciscans when the lofty tower in the center of the Grand Court was picked out with colored incandescent lights, and the fountain at the north end was playing, showing, with the aid of colored prisms operated from beneath, sheaves of wheat, golden and silver cascades of water and other beautiful objects. There was no lack of music, the best military bands of the East and one specially organized for the fair playing by day, and a splendid string orchestra discoursing symphonic and other high class music in Festival Hall at night. There were almond blossom days and rose and other floral festivals and tournaments at arms. There was something doing all the time, either gay or serious, among events in the latter category being congresses discussing Economics and Politics, Religion, Literature, Education, Chemistry and Woman's Affairs.

The Ceremonial Opening

Nearly 200,000 persons passed through the turnstiles during the first two weeks after the formal opening. The total number of admissions between January 27th and July 4th was 1,315,022. In addition, there was a pre-exposition record of 78,192 and of 40,867 between July 5th and 31st, making a grand total of 1,434,081. Among the days of largest attendance were the following: Washington's Birthday, 35,000; Examiner's Children's day, 55,000; St. Patrick's day, 75,000; Chronicle Children's day, 90,097, and the closing day, July 4th, 79,082. It was confidently expected

The Attendance and the Big Days

that the attendance on the closing day would top the 100,000 mark, but the distraction produced by a railroad strike in progress, which had resulted in interrupting communication with the city, destroyed this hope. When it is kept in mind that the population of the region which finds San Francisco easily accessible was not more than one-third as great in 1893 as it is at present, the above showing must be regarded as marvelous and thoroughly indicative of the pleasure loving propensities of the citizens of the Pacific Coast metropolis. In order properly to understand what was accomplished, it is necessary to recall the fact that the Midwinter Exposition did not receive one cent from the municipality, state or nation. It was a purely voluntary affair, and an exhibition of public-spiritedness and enterprise the like of which had never been witnessed in this or any other country.

A Fair Which Was Made to Finance Itself

When compared with some of the expositions which were the recipients of public aid on a liberal scale, San Francisco's Exposition does not suffer by the comparison. The Centennial at Philadelphia only boasted five main buildings and less than 200 structures of all sorts. The New Orleans Fair of 1884-85 received a national loan of a million, which was never repaid, and in addition sold a half million of stock, and obtained $100,000 each from the city of New Orleans and the State of Louisiana. The Jamestown Exposition was also liberally endowed by the Nation, but failed to justify itself. San Francisco's undertaking stands almost alone as an instance of an enterprise which practically financed itself after the original voluntary subscription was provided, and on that account the figures of its final accounting are interesting. The receipts aggregated $1,260,112, being made up of the following items: Subscriptions, $370,775; sales of space, $77,855; gate receipts, $531,722; grandstand, $9997; concessions, $125,086; privileges, $89,471, and salvage, $10,445. The principal items of expenditure were: Salaries, $240,539; amusements, $113,740, and construction and purchases for museum, $731,377. When the affairs of the enterprise were all wound up, improvements and donations aggregating in value $194,051.49 were turned over to the Park Commissioners. On the occasion of the formal presentation of the Museum to the Park the chairman acknowledged the gift in these words: "For years to come the building will remind our people that in the years 1893-94, in the midst of almost unprecedented financial depression, an industrial exposition was here projected and carried to a successful termination. * * * It is no secret that the Park Commissioners did not receive the exposition project in its inception with any degree of hospitality, and that, when they consented to allot space in the Park they did it with misgivings and really in obedience to an overwhelming public opinion. * * * The differences between the exposition directory and the Commissioners are of the past. The exposition has been a success." And that was the verdict of the whole community, and, because it proved so, the writer makes bold to claim for it the distinction of being the most conspicuous example of the journalism that does things which the country has witnessed. It was the conception of a newspaper man who depended chiefly upon the energetic efforts of his paper to promote the enterprise. Through the instrumentality of The Chronicle enthusiasm was aroused and interest kept alive, and what at first was characterized by the timid as a doubtful undertaking was converted into a glorious success.

CHAPTER XVIII

JOURNALISTIC CHANGES AND POLICIES PRIOR TO NINETEEN HUNDRED.

No Monopoly in the Field of Journalism—Great Journals the Product of Toil and Patient Upbuilding—The Disappearance of the Alta California—A Newspaper Killed by Cheapness—Objection to the Introduction of Pennies—Diminishing Interest in Stock Speculation Causes Death of Two Papers—The Bulletin and Call Change Hands—John D. Spreckels Acquires the Call—Strenuous Adherence to the Policy of Pay-as-You-Go—The New City Hall of 1870 a Ruin Before It Was Finished—Property Sold by the City Repurchased to Secure a Building Site—The Dollar Limit of Taxation and the Water Supply—The Regulation of Water Rates—Dollar Tax Limit Used as a Political Bait by Boss Buckley—Newspaper Hostility to Smooth Pavements—Editors Who Were Reserved in the Matter of Expressing Opinion—Samuel S. Moffat's Free Trade Articles in the Examiner—The Chronicle's Advocacy of the Development of the Resources of the State—Helping Neighboring States and Territories—Good Advice Given to Southern Californians—The Rush to the Klondike—Big Force Sent to Report the Discoveries—A Twelve-Page Edition of the Northern El Dorado—Optimistic Predictions Concerning Alaska—A Book Published in a Single Issue—Chronicle Monographs Reproduced as Public Documents by Congress.

THE most important factor in the development and extension of journalism in the United States was the growth of the prosperity of the country. The increasing wealth of its inhabitants made possible the exploitation of the numerous inventions, both European and American, which had for their object the improvement of the processes of newspaper production, all of which tended toward the multiplication of journals and periodicals of all kinds and the enlargement of the circulations of those already established. This latter phenomenon concurred with the extinction of once popular favorites. The disappearance of the latter, however, is in no wise attributable to the crowding-out process, for simultaneously with the valedictories of the unfortunate publishers there were constantly appearing salutatory announcements from fresh aspirants for approval who were undeterred by the bad luck or the ill results of the mismanagement of the unsuccessful. There is nothing in the history of newspapering in San Francisco more striking than this latter fact, and it disposes of the fallacy entertained in some quarters that the great journals of this and other American cities enjoy a monopoly in newsgathering or any other journalistic field. The fact that it would be hopeless for the possessor of great wealth to enter into successful competition with established journals by the lavish expenditure of money does not prove that those already occupying the field enjoy a monopoly; it merely emphasizes what many have learned to their cost, namely, that a great newspaper can be created only by the slow process of upbuilding.

Alta California Ceases Publication

On the other hand, a newspaper assumedly well established, and in the enjoyment of all the facilities which experience and public favor can confer, may, despite apparently inexhaustible resources, meet the fate of the struggling aspirant who attributes his failure to succeed to exclusive privileges possessed by his competitors. That was the case of the Alta California, which passed out of existence in 1891. The Alta was a pioneer paper, the lineal successor of the Star and Californian of 1849. It began publication as a tri-weekly in 1849 and about a month after its issuance in that form it blossomed out into San Francisco's first daily. It soon had rivals which surpassed it in circulation and business, but, as a result of the Vigilante uprising, it forged to the front, the business men of the city by concerted action transferring their patronage from the Herald to the Alta. In May, 1858, its owners, Pickering and Fitch, sold it to Frederick McCrellish & Co. Under their management, it was fairly prosperous, sufficiently so to absorb the Times and to maintain its leading position, although it made no particular effort to do so, pursuing the even tenor of its way, sticking to old methods and disregarding would-be rivals. After the death of McCrellish and Woodward, it fell into the hands of James G. Fair, who acquired it for the purpose of promoting his large personal interests and supporting his political aspirations. Queerly enough, although the Alta was able to draw on a practically exhaustless treasury, it drooped and finally died.

The Career of the Daily Report

The extinguishment of the Alta was the most notable item in the journalistic mortuary record of the nineties, unless that of the Evening Report, because of the circumstances of its death, is entitled to that distinction. The Report was started as early as 1863, but for a considerable period hardly took rank as a newspaper, its attention being wholly confined to mining news and quotations of the stock market. When the Big Bonanza excitement took possession of the city it began to print general news, and, under the management of its proprietor, William M. Bunker, who bought an interest in 1875, it began seriously to dispute the field with the Post and Bulletin. After the subsidence of interest in mining stocks, the Report began to lose attractiveness, but was still a good enough paper to tempt the Scripps League to take it over, paying Bunker a handsome price for the property. The new management made the blunder of imagining that San Francisco was ripe for the introduction of a penny paper. Up to that time no paper in San Francisco was sold for less than five cents. Indeed, the public had hardly emerged from the "bit" habit. The nickel was still regarded with distrust, an uneconomic people arguing that the use of small coins would prove destructive to a high standard of living. This attitude of the community, combined with the open hostility of the newsboys, proved fatal to the Scripps' venture and very soon the Report was numbered among the "has beens" of San Francisco journalism. Another evening paper, similar in its origins, known as the Stock Exchange, also departed its life in the early nineties. It was well edited, and during the period when the sale of mining stocks and the collection of assessments on non-paying dividend shares flourished it enjoyed a fair patronage. D. F. Verdenal, who subsequently became the New York correspondent of The Chronicle, was the editor in the heyday of its prosperity.

The Call Changes Hands

The Call passed from the ownership of Pickering and Fitch, who had built it up, and into the possession of John D. Spreckels in 1897. Up to the time of the transfer this journal had maintained the extreme conservatism which had marked its course from the date of its foundation. Rivalry proved powerless to influence the style of the presentation of news adopted a score of years earlier. Flamboyancy in headings or typography were abhorred by the editors of both the Call and Bulletin and they were equally averse to departures in reporting or innovations of any sort. They did not lack good writers and competent reporters, but they worked under a restraint which made it impossible for them to show what was in them. Mr. Fitch, who devoted his attention to the Bulletin, was a forceful editorial writer, and he had able assistants in Matthew G. Upton and William Bartlett, the latter being especially proficient in the discussion of economic subjects. Mr. Fitch had early assumed an attitude of intense hostility to public expenditure and became the champion of the dollar limit in taxation. The exposure of the corruption of the city government preceding the Vigilante outbreak had prepared the public mind to accept as the last word in municipal management opposition to everything remotely resembling unnecessary expenditure. This was the position taken by the People's party, which came into existence about the time of the adoption of the Consolidation Act in 1856, and which retained power for nearly fourteen years, chiefly because of the dread of debt fostered by the teachings of the Bulletin.

An Advocate of Hand-to-Mouth Finance

There is a perfect agreement among old-timers that the Bulletin performed a valuable public service for a period, but that the benefits conferred were later offset by the failure of the extreme advocates of municipal economy to recognize the necessity of a city keeping abreast of the world in the matter of improvements. The Bulletin had pinned its faith to Hawes' system of checks and balances, which was so skillfully framed that it permitted scarcely anything else than the collection and expenditure of money on the hand-to-mouth plan. The instrument was absolutely inflexible, but there is reason for doubting that it accomplished any real economies after it had been in force for sometime. It was the stumbling block in the way of procuring a charter adapted to the needs of the city, and, while it was in operation, it compelled lobbying at Sacramento to secure authorization to do anything out of the usual. Its hide-bound provisions were responsible for the fact that San Francisco had no people's pleasure ground, maintained by the public, until 1870, and that finally, when in that year it was resolved to build a new City Hall in place of the makeshift affair on Kearny street fronting Portsmouth square, it was some twenty-eight or thirty years in course of construction, and when finished was a hybrid structure totally lacking in symmetry owing to the changes in the original plans. It cost over six million dollars, an absurdly extravagant expenditure, considering the result.

This exhibition of incompetence was unquestionably caused by adherence to the fatuous "pay-as-you-go" plan, which actually put the city in

The New City Hall Ruin

the same financial position as the housewife who buys a piece of furniture and pays for it in installments. The city was not alone obliged to pay excessive prices for this piecemeal construction, but had to submit to the humiliation of being gibed by strangers and the edifice, costly though it had proved to be, was jokingly alluded to as "the New City Hall Ruin." There was a colossal blunder in the inception of the project clearly traceable to the mental attitude produced by incessantly dwelling upon the necessity of adhering rigidly to a maximum taxation system. To secure support for the scheme of building a new City Hall the bait was offered that a large portion of the money that would be required for its construction could be obtained by selling a part of what had been the Yerba Buena Cemetery. And thus it happened that the six million dollar City Hall was built on a side street, the frontage on Market being sold by the municipality to obtain funds. The unwisdom of this proceeding has been shown since by the purchase for several million dollars of a site which will give the City Hall now in course of construction an outlook on a specially created center, but which does not permit its imposing proportions to be fairly viewed from the city's most important thoroughfare.

The Dollar Limit and the Water Supply

In like manner, the undue caution begotten by the dollar limit in taxation idea must be held responsible for the existing water supply situation; that and the fear that the owners of the existing system would profit too greatly if its creators should derive any profit from their enterprise. There can be no doubt respecting the honesty of the opposition of the Bulletin and Call to the acquisition of the Spring Valley property in the early seventies for a sum which was not greatly in excess of its value. The fear that the issuance of bonds would break through the dollar limit of taxation, however, was much more potent in producing antagonism than any apprehension which may have existed at the time that the system was not worth the sum demanded. It was charged that Ralston had devised a scheme to buy for $7,000,000 a property which he proposed selling for $15,000,000. Whatever may have been his intention, the Spring Valley system, such as it was, was subsequently offered to the city for $13,500,000, a proposition which was countered by an offer from the city of $11,000,000, which was refused. That was in 1877. A couple of years later, the Constitution, which was derisively called a sand-lot instrument, provided in express terms for the regulation of water rates by Boards of Supervisors, and its adoption was strenuously advocated by The Chronicle, which had at an earlier date favored the purchase of the Spring Valley system, and with equal strenuousness was opposed by the Bulletin and Call, which had attributed to the advocates of public ownership of water supplies a desire to forward the desires of the Spring Valley corporation to unload its property on the city.

The keynote of municipal politics throughout the entire period between 1856 and the adoption of a charter which took the place of the antiquated consolidation act, was the taxation limit. Extreme devotion to this one idea is justly chargeable with the long and infamous rule of the blind Democratic boss, Chris Buckley, who used the slogan of the dollar limit to retain his hold on the organization and dictate policies to the highest and least members of the party. Buckley came to the surface in the early eighties and was driven out of town by a pamphlet launched against him

The Blind Boss Chris Buckley

by former State Senator Jeremiah Lynch, which mercilessly exposed his methods. The blind boss was gifted with cunning and was quite willing to permit the municipal tickets put forward under his auspices to be headed with good men. He did not even shrink from the acceptance of such a man as E. B. Pond, who, as a Supervisor, had earned the honorable distinction of being called "the watch dog of the treasury," as Mayor, and, wittingly or unwittingly, newspapers, beguiled by the non-partisan idea, because the head of the ticket was sound on the question of taxation, assisted the boss in his nefarious rule, which, if half the stories related and believed and never resented by him were true, was more brazenly corrupt than the infamous Schmitz-Ruef regime. It did not seem to matter that municipal expenditures rose from $4,452,940 in 1876 to over $7,000,000 in 1890, without anything of consequence in the way of public improvement, provided the dollar tax limit was not exceeded.

Hostility to Smooth Pavements

Throughout the nineties columns of the Call, Bulletin and Chronicle were filled with discussions concerning the desirability of promoting the welfare of the city by increasing its attractiveness. Considerable virulence was introduced into arguments which the reader of today would find interesting and even amusing. The Bulletin was uncompromisingly opposed to any departure from the method of street making in vogue in the fifties. It was willing to admit that cobble stones were not quite the thing for paving the thoroughfares of an ambitious metropolis, but its editor was quite sure that nothing could surpass in durability what he persisted in misnaming Belgian blocks. What he designated as such were merely pieces of basaltic rock roughly shaped, which were laid loosely in a bed of sand. To suggest a resort to pavements of wooden blocks invited opprobrious comment. Despite the fact that London, Paris and other cities had successfully resorted to this style of thoroughfare, the Bulletin unhesitatingly denounced it as an absolute failure. As for asphaltum composition and bituminous rock, they were contemptuously referred to as poultices. The Chronicle, which saw merit in smooth pavements, insisted that there was something else to be considered in laying a roadway than durability, and became so impatient with the extreme conservatism of its antagonist it charged him with being a "silurian," a term which stuck.

A Cautious Editorial Policy

These wordy wars concerning municipal improvement and politics were mainly confined to the columns of the Bulletin and Chronicle. Mr. Pickering was never very vehement in the expression of his views, but the careful reader could guess to which side he was inclined, despite the caution exercised in framing opinions and statements in such a fashion that they would not give offense to the most sensitive subscriber. The Examiner was even less pronounced after William R. Hearst assumed charge, and there was an intimation thrown out very soon after his assumption of authority that the editorial columns of a newspaper were becoming a negligible factor in journalism. Whether that opinion was genuinely entertained or not, it is true that there was a complete revolution of method. The elaborate discussions which once characterized the Examiner gave way to disquisitions whose flippant disregard of orthodox Democratic doctrine alarmed the faithful, and the belief soon became current that Mr. Hearst could not be

CHRIS BUCKLEY
The Blind Boss of the Democratic party.

depended upon to support party policies. It was apparent to the most superficial observer that the changed Examiner was more intent on attracting attention to itself by doing things out of the usual than it was concerned about the formation or interpretation of public opinion. This idea was not tenaciously adhered to, for, after the first flurry, the Examiner settled down to solid work and one of its writing editors, Samuel S. Moffat, produced a series of articles on free trade which were afterward put into book form and were regarded by the Democrats of that period as the last word on the subject. Mr. Moffat was a student of economics and was familiar with all the arguments of the Manchester school. His views would hardly harmonize with those of the present-day Examiner, which would be coldly regarded by any one grounded in the theories of the Cobdenites.

Advocacy of Development of State's Resources

The change in the conduct of the Call after its purchase by John D. Spreckels extended to every department of the paper. Under successive managers, it developed differences which distinguished it from the Call of earlier days. The first to take charge was Charles M. Shortridge, whose experience in journalism was largely gained in San Jose. Mr. Shortridge made the surprising announcement that he was going to make the Call a real California paper, the implication being that its rivals were not sufficiently interested in the development of the commonwealth. His advent in metropolitan journalism was hailed with satisfaction by a large section of the interior press, but it did not endure long, for it soon developed that the new editor's opinions were illusory, and that there really was no possibility of greatly improving on the methods of The Chronicle, which for many years had made a specialty of exploiting the resources and industries of the Golden State and had left no possible chance to promote its prosperity untried. Some of the earlier efforts of The Chronicle in this direction have been referred to, but they were immeasurably surpassed by later exploits in the same field. Its annual reviews of the progress of the State continued to grow in comprehensiveness year after year, and whenever the occasion presented itself to promote a desirable industry it was promptly seized.

Chronicle's Numerous Editions Development

On the 23d of August, 1889, a special edition was issued, eight pages of which were devoted to irrigation in California. The subject was then absorbing a great deal of public attention, and, under the title, "How to Make the Desert Bloom," the progress in reclamation and the future of irrigation were fully dealt with. It returned to the subject a couple of years later, and, on June 7, 1891, printed thirteen pages on the subject of irrigation, the Wright law being particularly considered. On May 24th of the following year, mining was dealt with in the same thorough fashion, ten pages being devoted to the history of the industry on the Pacific Coast. Eighteen ninety-three was prolific in special numbers. On January 1st of that year twelve pages were given to the story of the development of the State under Spanish and American rule; on April 23d, a Columbian World's Fair edition was issued, consisting of sixty-four pages. It was a complete survey of the growth and resources of California, and a very large edition was distributed at Chicago, it soon being found by the State's representatives that the easiest way of thoroughly acquainting the inquirer concerning what the State had to offer was to present him with a copy of that issue of The Chronicle. On the 31st of December, to signalize the opening of the Midwinter Fair, a special of sixty-four pages was issued, in which the State's best foot was shoved well forward. This edition was profusely illustrated and introduced something new in the way of newspaper illustration in the shape of marginal illustrations, every page of the edition devoted to the exploitation of California's resources being thus treated.

Helping Neighboring States and Territories

In the early part of its career and until the region north of California became sufficiently populous to support metropolitan papers of its own, The Chronicle devoted much of its space in its annuals and special numbers to describing the progress and resources of Oregon and the Territory which afterward became the State of Washington. It also performed a like service for Nevada, Idaho and Montana, taking pleasure in championing their interests and being foremost in advocating their admission to statehood. It had no doubts concerning the value to a people of the right to regulate their own affairs, being convinced that however well intentioned Congress and the executive departments in Washington might be they could not do as well for communities situated thousands of miles from the seat of government as they could themselves. On this theory it urged the admission of Arizona many years before the boon of statehood was conferred. Its tendencies in this direction earned for it the distinction of being regarded as a Pacific Coast journal. Its local contemporaries shared this interest, but they were less convinced of the value of consistent and persistent presentation of the resources and progress of the region west of the Rockies than The Chronicle; at least, they did not lay as much stress on the desirability of promoting its settlement as The Chronicle, which constantly acted on the conviction that the development of what was familiarly termed "the Coast" would redound to the advantage of its metropolis.

Southern California's Best Adviser

It was upon this theory that The Chronicle boasted of the climate of California and its attractiveness long before the people of Los Angeles awoke to the fact that climate was one of the most valuable assets of Southern California. In an editorial written shortly after the completion of the railroad which linked Los Angeles with San Francisco, The Chronicle predicted that in the near future people from the East would find their way to that city in as large numbers as those of Europe did to the Riviera. At a later period, when Los Angeles boasted only two very mediocre hotels, the Pico House and the Westminster, it pointed out that hostelries which would rival the best found in Eastern resorts would prove paying investments. It saw in its growth, and that of the entire region south of the Tehachapi a promise of the future greatness of San Francisco, which could only occur through the filling up of the State and the development of its great resources. In one of its annual issues, that of January 1, 1885, commenting on the growth of traffic by rail and steamer between San Francisco and Los Angeles, it said: "We may look forward to the day when at least two large cities will grow up in Southern California, and when that time arrives the commerce between them and this port will attain proportions we scarcely dream of now." The prediction has been fully realized and has justified the policy which prompted the journalistic course which so greatly contributed to that result.

The so-called "non-contiguous territory" of Hawaii and Alaska has been the recipient of much attention from San Francisco journals. Ever since the annexation of the Hawaiian group of islands The Chronicle has studied the interests of its inhabitants and has sought to promote them.

Special Hawaiian Editions of The Chronicle

It was not singular in that regard, every San Francisco paper recognizing the intimate commercial relations of the islanders with San Franciscans, but the attitude of The Chronicle on the subject of protection caused it to take a more active part in presenting Hawaiian claims than any of its contemporaries, and this put it in closer touch with the people of the remote Territory than it might otherwise have been. The result of this intimacy was the issuance of special Hawaiian numbers at times when their appearance was particularly opportune. On January 31, 1898, a twenty-page edition, containing "The Story of Annexation," written by Walter Gifford Smith, was published. Mr. Smith, who had been on the staff of The Chronicle for many years, having acted as its special correspondent during the war between Japan and China, was sent to the islands, and his contribution was one of the best articles on the subject written by the small army of scribes who gave the subject attention. On September 23d following, another special Hawaiian edition was published which was more particularly devoted to describing the resources of the islands. Seven pages of this issue, which was entitled "Hawaii, the Cross Roads of the Pacific," dwelt upon the future commercial and military importance of the then recent acquisition.

The Rush to the Klondike

In 1897 the news of the gold discoveries in the Klondike reached San Francisco. The reports of the richness of the finds were so alluring that there was a big rush to the new diggings. There was no such effect produced as was witnessed in pioneer days, when the Frazer river and the Klamath beach sand stories drew so many away from the city that business was seriously affected. The conditions had changed to such an extent that departures, even when on a large scale, were not referred to as an exodus or regarded with dissatisfaction. There was a prompt recognition of the probability that all the gold was not in British territory, and that it might be the country's good fortune in buying Alaska to have made a good bargain. This latter consideration was a large factor in promoting the very lively interest displayed by the people of California in the discovery and induced the newspapers of San Francisco to make extraordinary efforts to get the facts and tell the story of the hardships encountered by those who participated in the rush to the gold fields. On July 29, 1897, The Chronicle sent eight men, who were to penetrate the frigid and unknown country, and the accounts they sent out from time to time proved absorbingly interesting and fully corroborative of the stories which caused their dispatch. On December 30th, The Chronicle published a special edition, "San Francisco, the Gateway to Alaska." Twelve pages were filled with matter relating to the Territory, its commercial relations with San Francisco and its known resources. It was remarkable for the optimistic predictions of the writers, whose information enabled them to picture probabilities which would have been in a fair way of realization before this if the fatuous course of the authorities at Washington had not interposed obstacles which are only now in a fair way of being removed.

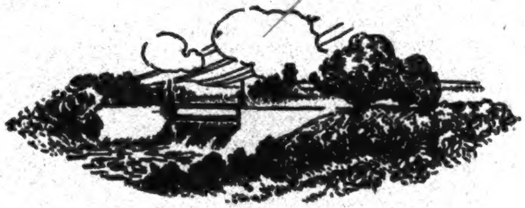
During the nineties, The Chronicle made another innovation in journalism. On the 30th of June, it published John P. Young's "Bimetallism

A Book on Finance Printed in a Single Issue

or Monometallism," of which the Bimetallist of London, England, remarked: "It consists of twenty-five chapters, and occupies sixty-three columns, an amount of space probably unprecedented in newspaper literature." It was stated by Arthur McEwen in his comments on its appearance that it was the first attempt of a daily paper in America, or anywhere else, to furnish its readers with an exhaustive treatise on a subject uppermost in the people's mind. Although copyrighted, it had the peculiar distinction of being pirated by Congress, a member of the House reading the major part of it into the Record. Another treatise on the "Development of the Manufacturing Industries of Japan," by the same author, was printed as a United States Senate document. It appeared on February 2, 1896, and consisted of four pages, and anticipated much that has happened in an industrial way in Japan since that date. The economic bias of The Chronicle was displayed during the nineties in numerous other extended treatises. On September 13, 1896, it devoted seven pages to a description of the "Industrial and Commercial Growth of the United States," the article being designed to shew the advances made by the country under the protective system.

Advocacy of the Protective Policy

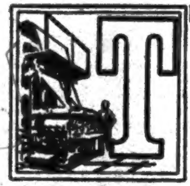
No paper in the country has a more consistent record as an exponent of the benefits of the protective system than the San Francisco Chronicle. Almost from its birth it advocated the policy, and in later years it became a recognized authority on the subject, its articles being quoted in and out of Congress, and by the leading protective organizations of the United States. Mr. de Young elevated it above all other policies of the paper. As a protective journal, The Chronicle's chief distinction consisted in its thoroughness, and it did more to expose the vulnerability of the arguments of the Manchester school of economists than the most of its protective contemporaries. It was a pronounced advocate of the policy of building up a home market, and unceasingly assailed the fallacy of overrating the importance of foreign trade. As early as 1882, it predicted that steadfast adherence to the policy of promoting a domestic manufacturing industry would result in bringing consumer and producer so closely together that the farmer would not need to worry about a foreign market, and that the result would be the elimination of the great waste involved in transporting agricultural products to distant countries. The prediction has long since been realized. The vast home market already absorbs the products of the farm, and it will soon be able to consume all the cotton produced by planters if the United States returns to sanity and adheres to the idea which made it prosperous in the past—that of promoting all industries on our soil by extending adequate protection to producers whether they be manufacturers, farmers or cotton planters.



CHAPTER XIX

CHANGING METHODS AND FEATURES OF MODERN NEWSPAPERS.

Effect of the Cheapening of Printing Paper—Cause of the Popularity of the Sunday Magazine—Contributors of the Highest Rank—The Sunday Magazine Has Eliminated "Grub Street"—Development of the Syndicate—Effect of Illustration on the Production of Magazine Matter—Improvement in the Production of Pictures—Introduction of Typesetting Machines—General Adoption of the Linotype by Newspaper Offices—Growing Propensity to Dress Papers—Introduction and Use of the Telephone—Care Taken to Verify Rumors and State Facts Correctly—The Part Played by the Telephone in Getting at the Truth—General Use of Typewriting Machines in Newspaper Offices—Copyreaders and Compositors Grateful for Their Introduction—Shorthand Reports Not Commonly Made in American Newspaper Offices—Effect of Longhand Reporting on the Development of Literary Style—The First Sunday Editor of The Chronicle—Writers Who Came From the Case—Attaches of The Chronicle Who Have Made Their Mark—Well-known San Francisco Newspaper Men Now in Other Fields—Frank Norris' Early Connections—The Chronicle's City Editors.



THE invention of the perfecting press has claimed most of the credit of promoting the growth of the newspaper reading habit in the United States. It undoubtedly contributed more than any factor to the possibility of production on a scale which easily permitted the placing of any number of papers desired in the hands of readers, but the cheapening of white paper by the resort to wood pulp as the principal stock for its manufacture and the improvement of the machinery used in making it played its full share. Had the processes of paper manufacturing not been revolutionized the perfecting press would have shared the experience of a sixty-horse power automobile compelled by ordinance to not exceed a six-mile speed limit. It could have performed any service demanded of it, but, if white paper had remained high priced, its output would have been curtailed by the inability of purchasers to profitably print many-paged editions. As it is, despite its relative cheapness, the cost of the white paper in the big Sunday editions, and the huge special issues, often exceeds the amount at which the paper is sold. It is a fact not often considered by the reader, who takes his paper as a matter of course, that the modern newspaper, relatively to cost of production, is the cheapest of all manufactured products; a result entirely due to a degree of voluntary co-operation not attained in any other business.

The perfecting press and cheap paper, however, must share with several concurrent improvements the distinction the newspaper has achieved in the

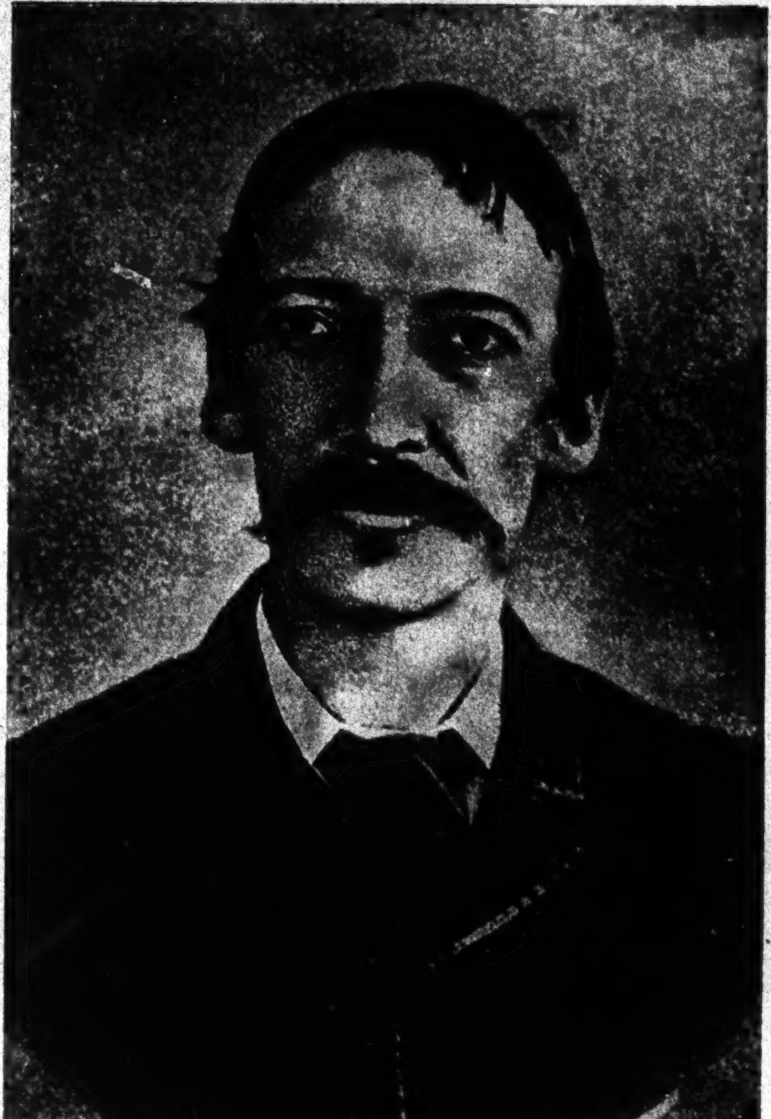
United States—that of becoming the people's library. This is a country in which libraries, large and small, abound, and there are probably more collections of books in private ownership, not dignified by the title of library, but which, numerically considered, might be so regarded, than the whole of Europe contains. Nevertheless, and notwithstanding the fact that the output of "best sellers" is enormous, and that the sale of standard works is on a scale which makes the demand for such publications by other peoples seem small, it is true that the chief mental pabulum of the American people is the contents of their newspapers. And it may be urged in response to the adverse criticism this sometimes calls forth that the best products of modern literature sooner or later, in some form or other, find their way into the Sunday magazine, which is at once an anthology, a repository of knowledge, a compendium of history and often history itself. It is the fashion to speak lightly of the Sunday magazine because it is not wholly made up of contributions which a fastidious literary taste could approve, and it is said that a cultivated person can find in its columns only a small proportion of matter really worth while, but if that is a defect it is one it shares in common with the greatest libraries whose shelves harbor a hundred books that are never read to one that is.

The Sunday Magazine's Popularity

The popular judgment concerning the value of the Sunday magazine has long since received the indorsement of the most gifted in the ranks of authorship. There is no writer of consequence today unappreciative of the opportunity it affords to get his work before the people, or who disdains the rewards it offers. It has lifted the man of letters out of the slough of despond and given him a chance in the struggle for existence. It has eliminated Grub street, and has enabled genius to market its literary wares at a figure somewhat commensurate with their value. The author of merit no longer burns the midnight oil in a garret; oftener than otherwise he revels in the blaze of electricity and lives in marble halls, because he is able to reach a world of readers through the Sunday magazine. That he can do so is due in large part to the development of the "syndicate," which had its origin in the early nineties. It is possible that the plan of sharing the cost of a story or other product of the pen among several simultaneous users of the same may have been practiced at an earlier period, but it was not until about that time that S. S. McClure began to develop the system of thus marketing literary wares which has since attained to such large proportions. On March 1, 1891, The Chronicle began the publication of a series of letters written by Robert Louis Stevenson, entitled "In Southern Seas." It appears as special correspondence of the paper, and was shared with four or five Eastern journals. When McClure first inaugurated the service, the patrons of his syndicate published the article or story in advance of its appearance in book form, protecting the author by copyright. Later, he developed the practice of selling the privilege of printing after the book had been placed on the market.

All Authors Glad to Contribute

In the earlier nineties, the opportunity to secure matter from a syndicate was welcomed by the Sunday editor of The Chronicle. Aspirants for literary fame were less common then than they became later, and it was often difficult to secure enough contributions to make a satisfactory presentation. But this condition of affairs did not endure long. Very soon



ROBERT LOUIS STEVENSON

Editors Welcome the Syndicate

after the zinc etching process had reached such a stage of development that the Lydia Pinkham joke ceased to be funny there was a fine crop of authors, and it was no longer necessary to prepare special articles to "fill up" with, although illustrated papers continued to be written by the office force. The offerings from outsiders were largely made up of fiction and descriptions of Pacific Coast life. Letters of foreign travel were received in greater number, but they were no longer a leading feature, as they had been during the eighties, when the ability to parade five on the first page, each from a different continent, was considered somewhat of an achievement. About this time, great industry was displayed in the preparation of special descriptive articles which were helped out by illustration, and pictures were used to add to the attractiveness of foreign letters. This practice was not long in vogue before the Sunday editor began to exact photographs from contributors, or at least it came to be understood that a letter or an article accompanied by drawings or pictures had a better chance of acceptance than if it depended solely on its literary qualities to win favor.

Use of Colors in Illustrations

The use of color in newspaper illustration had been resorted to in 1886, but the work was done on a slow press. It was not until 1901 that color was regularly employed on the first and last pages of the Sunday magazine. This was made practicable by inventions which made it possible to produce several tints simultaneously on a perfecting press operated at a high rate of speed. At first, only plates made from line drawings were used, but it was not long before half tones were essayed. These, when printed directly from the stereotype plates, were often unsatisfactory, and various devices were resorted to in order to overcome the tendency of the illustration to fill up and become a mere blotch. For a while, it was the practice to insert the zinc etching in the stereotype plate and print directly from it, but the time consumed made this method objectionable. A way out of the difficulty was found by the use of a coarse screen in photographing the picture to be etched for insertion in a set of color plates. By the employment of a patented process by which the crudeness of the colors was greatly modified by the intervention of stippling, cross hatching, etc., and improvements in etching methods and the touching up of photographs, the illuminated pages of the Sunday magazine are now made attractive, even if not sufficiently artistic to be hung on the line in a gallery. It is only fair to add that the limitations imposed by a rapid press and ordinary uncalendered newspaper prevent justice being done to the workers on daily journals, many of whom are capable artists and are recognized as such by the profession.

Introduction of Typesetting Machines

About the time of the introduction of the color press, a machine known as the linotype was beginning to attract attention. Typesetting machines had been invented as early as 1869 and were in use in the composition room of the London Times. At the same time, French inventors were experimenting and extraordinary claims were made for a machine an abbe was said to be perfecting, the use of which would enable an operator to play on a keyboard with both hands, and it was claimed that, like a performer on the piano, who strikes several keys simultaneously, thus producing desired sounds, he could by similar manipulation release with great rapidity the matrices from which type would be cast and set up in the form of words. The talk about this and other typesetting machines made publishers cautious, inclining them to a waiting policy which would permit them to choose the best. Meanwhile, a man living in Baltimore, named Otto Mergenthaler, invented a machine which worked on an entirely different principle. Instead of casting single types, Mergenthaler's linotype, as the name implies, casts a whole line. It is operated from a keyboard resembling that of a typewriting machine. When the operator touches a letter on the board a matrix descends from a magazine to a position close to a pot of molten metal; when a line of these matrices, by successively touching the proper letters, is in place they form a mold into which the molten metal is injected by a pump, and a line of type is cast. If an error is made by the operator it necessitates the resetting of the entire line, but the process does not occupy as much time as the correction of a line set by hand. An ingenious contrivance restores the matrices to their proper places in the magazine, to be used over and over until worn out.

Growth of Attention to Dressing Papers

Before the nineties were well advanced, publishers had made up their minds that the Mergenthaler machine had no rival, and, in the course of a few years, many thousands of them were in operation in the composing rooms of the United States and Europe. The use of the linotype would have effected decided economies for publishers had the mode of making up a paper in vogue before its introduction not been changed. It was not long after it came into general use that the disposition to dress matter so as to give the page a more attractive appearance began to manifest itself. Heads grew larger and larger, borders were freely employed, and instead of a uniform body type of nonpareil or agate being used, large quantities of space were sacrificed in displaying reading matter by setting it in type larger than was formerly devoted to captions, and by leading it liberally. The use of illustrations also made demands on the compositors, and soon the number of the latter began to increase. The facility with which large quantities of matter could be rapidly prepared for the forms, the cheapening of paper and active rivalry soon had their effect, and the saving made by the linotype was no longer perceptible in the footings of the composing room pay rolls.

Introduction and Use of the Telephone

In tracing the changes made by modern inventions and improved machinery in the methods of producing a newspaper, the telephone must not be overlooked. It was not forgotten when The Chronicle entered its new home on the corner of Kearny and Bush streets in 1879, in which one of the first switch boards in the city was installed. At first, owing to the small number of patrons of the new system, the great value of the new convenience was scarcely realized. Indeed, for a time, the instrument was oftener used to acquaint visitors with its marvelous power of transmitting the human voice than to serve a useful purpose. It is doubtful if the then city editor had the remotest conception of the part it would one day play in the administration of his department of the paper. He may have thought that it would prove handy occasionally to send a message, but he hardly dreamed that it would almost completely displace the messenger boy, who could easily be summoned by means of the district call system, and that some day he would have his staff constantly within the hearing of his directing voice. When the usefulness of the "phone" became recognized by an increasing

A PART OF THE SAN FRANCISCO CHRONICLE'S BATTERY OF LINOTYPES

number of people, and when finally practically every public office, business house and nearly every private residence in the city patronized the system its value became incalculable.

Care Taken to Verify All Statements

There still lingers in the popular mind an idea which must be a survival from the period when news gathering was less systematized than at present, that daily papers experience some difficulty in filling their columns, and that the person bringing "a piece to put in tomorrow" is a benefactor. Occasionally, the volunteer reporter does recognize a piece of news when he meets it face to face, but oftener than otherwise he is apt to mistake something in which he is particularly interested for real intelligence. But it is from the steady stream of visitors to his office and the "tips" he receives over the phone that the city editor gets the clews which enable him to work up what in the parlance of the local room is known as "a story." Not only does he get tips through the telephone, but that valuable instrument enables him quickly to ascertain whether the pointers he obtains are worth following up. Rumors spread rapidly in a great city, and if all those floating into a newspaper office from the outside had to be verified by the expenditure of leg energy, reportorial work would be much more arduous than it is at present, for, notwithstanding a too common assumption, no piece of news appears in a daily paper without an attempt at verification. If errors occur, they are due to the fallibility of human nature and the general propensity of the irresponsible to see things on the bias, or to misrepresent what they have seen. The reporter tries to get things straight, but anyone familiar with the fact that honest witnesses testifying under oath in the same case often tell divergent tales, can appreciate the difficulty the reporter experiences in his efforts to get at the truth.

Important Part Played by the Telephone

The telephone plays an important part in this work of verification and is used freely to secure as near an approach to accuracy as possible. The reporter on a detail is told something which has a bearing on the subject of his inquiry, the truth of which can only be ascertained by a visit to a person, perhaps miles distant from the place where he is pursuing his investigation. He promptly telephones his chief and he at once secures the necessary co-operation. It not infrequently happens that a number of inquiries are set in motion at once to procure the facts compressed into a brief item, and, on the other hand, it very often happens that the result of many calls is effectually to dispose of a rumor which no one can tell who started, or what object there was in giving it currency. But the most important use of the telephone is that which enables the city editor to keep in touch with his staff, who apprise him of the progress they are making in their work, thus enabling him to apportion the space he has at his command. The ability to do this is of the utmost importance, as the daily problem of the modern newspaper is to crowd a quart into a pint cup. The local and suburban force, acting under the direction of the city editor of a San Francisco morning daily, if permitted to do so, would supply copy enough to fill three papers. If stern orders to keep a story to the limit assigned were not backed up by blue pencils wielded by the city editor's assistants it would be impossible to print the matter provided, for the zealous reporter usually is firmly convinced that the importance of his contribution is underrated, and that what he has written will not stand cutting.

General Use of Typewriting Machines

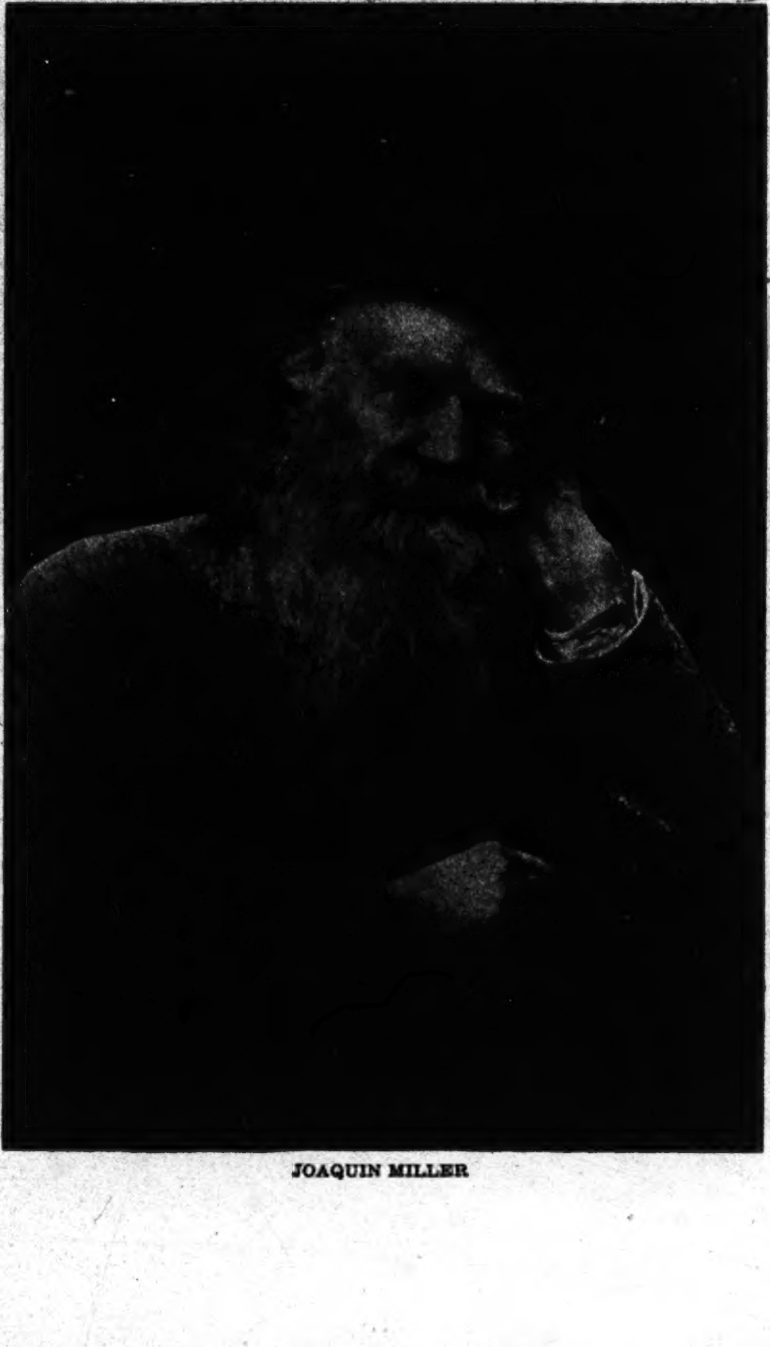
The typewriting machine was perfected about the year 1876, but it did not find its way into general newspaper use until the nineties. There were reporters and contributors who submitted typewritten manuscripts, but they were few in number. Telegraphic operators were providing typewritten copy a long time before reporters learned the use of the machine. That result was brought about by publishers installing typewriters, with the understanding that those provided with them should learn their use. It did not take long after this step was taken to convert the average reporter into a good typewriter. There were some recalcitrants who refused to learn the art, but they were exceptions to the rule and usually had some special qualification which caused their bad chirography to be condoned. The general use of the typewriter has greatly decreased the arduousness of the work of copyreaders and has enabled them to devote attention to the subject matter, which was formerly wasted in attempts to decipher bad handwriting. The printers and proofreaders also have reason for being grateful, for it not infrequently happened when handwritten copy was the rule, that the editor would shirk a riddle and pass it up to them to solve. That was usually the case with Joaquin Miller's articles and letters. A series of the latter, written to The Chronicle from Europe in the nineties, usually went to the composition room in a half-guessed state, and two of them, after defying the effort of all the experts in the office, were consigned to the waste basket.

Shorthand Reports Not in Demand

The services of stenographers were not frequently requisitioned by the editorial departments of San Francisco. This is contrary to the popular impression that reporters are familiar with shorthand. As a matter of fact, very few learn any system, although many become proficient users of signs of their own invention. On those rare occasions when a great daily concludes to report a speech or proceedings of any kind in full, the services of professionals are secured. With the aid of "teams," they accomplish in a very brief space of time feats of reporting which could only be achieved by stenographers in constant practice. As the generality of meetings are reported in a summary fashion, reporters would find too voluminous notes an embarrassment rather than a convenience, and, for that reason, few of them take the trouble to acquire an art which would prove of little use to them. Speakers are sometimes severely critical of the condensation to which they are subjected in the daily press, but often what they characterize as misrepresentation is really the failure to print all the good things they say, and which they think should be glorified in printer's ink.

Newspaper Reporters Become Facile Writers

It is largely owing to the disregard of shorthand reporting that the American newspaper press has developed so many facile writers, who have a style of their own and who have made their mark in literature. The encouragement of the descriptive tendency by the editors of the daily press of the United States has called into existence a small army of contributors to magazines, reviews and other periodical publications. During the nineties there were many such attached to the San Francisco press whose names when printed are promptly recognized. The list is so long that it would be impossible to tell in detail their accomplishments, and, besides, the verdict of the public has already been passed on their achievements. Some of the



JOAQUIN MILLER

number are still on deck, as, for instance, Edward Hamilton, whose brilliant work has been a feature of the Examiner for nearly thirty years. The work of this school compares more than favorably with that of James O'Meara, an editor of pioneer days, who continued his career down to the close of the nineteenth century, who did not aim at brilliancy but enjoyed the reputation of carefulness and accuracy. Rollin M. Daggett, member of Congress from Nevada and afterward Minister to Hawaii, and John Bonner, for many years in charge of the commercial columns of a leading New York paper, were in another class. They were thoroughly informed and graceful writers. They did editorial work on The Chronicle during several years and were succeeded by Marcus P. Wiggin, Walter Gifford Smith and Taliesin Evans.

The First Sunday Editor of The Chronicle

The first Sunday editor of The Chronicle was the managing editor of the paper, who combined with his other duties the selection of the special matter. It was an arduous task, owing to the scarcity of contributions, which had to be helped out by specially prepared articles. Thomas J. Vivian, an exceedingly versatile writer, provided many of these and assisted in dressing up some which drifted in from the outside. The first person to be dignified by the title of Sunday editor of a San Francisco paper was George F. Weeks, who began his career as a typesetter in The Chronicle office, and was known as its swiftest compositor. He was an indefatigable worker and when transferred from the case to the proofroom he amused himself in his spare moments by writing special articles, which suggested placing him in charge of the Sunday magazine. Frank Bailey Millard, a name well known in literature, also had his literary beginnings in The Chronicle composing room, from which he was graduated into the corps of special writers. Ernest S. Simpson, for many years city editor of The Chronicle and afterward managing editor of the Call, was one of the early Sunday editors of The Chronicle, as were also Will Irwin and Rufus Steele and Miss Mabel Craft. Under their direction the magazine section of the Sunday Chronicle attained a wide distinction for originality of matter and mode of presentation. Among other names well known outside the city are those of Ira E. Bennett, for a while a star reporter on The Chronicle and subsequently its Washington representative and now editor of the Washington Post, and J. O'Hara Cosgrave, who started the Weekly Wave and later became editor of a New York magazine. Chester Bailey Fernald, now a prosperous playwright in London, during the nineties was trying his hand at writing sketches for the Sunday Chronicle. J. C. Klein, Wallace Irwin and the brothers Andrew and Frederick Lawrence, who have since betaken themselves to Eastern fields, were workers on the staffs of both Examiner and Chronicle. Andrew Lawrence is now the publisher of Hearst's Chicago American. Robert Mackaye, editor of Success, commenced his career in The Chronicle local room, and Arthur Street, who made a name for himself as a magazine editor, also had had his training under a city editor of that paper.

Harry McDowell and Harry Bigelow, who started the Ingleside Magazine, were star reporters on the Examiner, and they contributed a great deal of the vivacity which that journal took on after William Randolph Hearst assumed its direction. Josiah M. Ward, who was city editor of the Examiner during most of the period when A. B. Henderson was managing editor, after severing his connection with that journal, went to Denver, where he took charge of the Times of that city. He found time to write an interesting historical novel, which enjoyed considerable popularity. Charles Frederick Holder, whose natural history work became very well known to readers throughout the country, was attached to the staff of Mr. Hearst's paper about this time. Ashton Stevens, who did the dramatic column for the Examiner, shared with Ambrose Bierce the reputation of being bitingly satirical, and their writings were immensely enjoyed by that large class which has a predilection for vitriolic criticism. Mr. Bierce directed his shafts at the whole of mankind, while Stevens reserved his mainly for members of the theatrical profession. Hugh Hume and J. O'Hara Cosgrave, who started the Wave, graduated from the local room of The Chronicle into the publication business. They were the first to recognize the value of Frank Norris' work, and his earliest short stories appeared in their weekly paper. Mr. Norris for a time was strongly inclined to take up journalism as a career, but soon abandoned the idea and devoted himself to fiction, with a degree of success which earned for him a world-wide reputation. He was fond of the atmosphere of a newspaper office and spent a great deal of his time in the library of The Chronicle gathering data for his trilogy. Another California author of distinction, Mrs. Gertrude Atherton, in the beginning of her literary career was strongly attracted to journalism, but, after surveying the field, concluded that she would require a bigger stage on which to develop her talents.

Well Known San Francisco Newspaper Writers

These are but a few of the more conspicuous workers of the nineties who helped earn for San Francisco journalism the reputation of being thoroughly abreast of that of the leading cities of the Union; a judgment whose correctness was attested by the success which attended the migration of many who had their training in local offices. Not all of those who won distinction on the staffs of San Francisco newspapers were native sons, but the most of them became sufficiently acclimated to regard themselves as genuine Californians; and, when the wanderlust moved some of them to reverse the current of emigration by turning their footsteps toward the rising sun, they usually proclaimed that they were from the Golden State. But there were also plenty of recruits from the older centers of population who made their impress on the journalism of San Francisco, and the list is not wholly or even chiefly confined to those who have attained to publicity. There were plenty of journalists during the nineties who did far more effective work for the papers on which they served than some of those who had the good fortune to get their names before the public. The city editors, for instance, who knew everybody and were known to all, were precluded by the arduousness of their administrative duties from shining before men, but the fact that it was their duty to see that the stars did shine testified to their capacity. The Chronicle had in S. F. Sutherland, A. B. Henderson, Horace R. Hudson, Thomas Garrett and Ernest S. Simpson, who successively acted as chiefs of the city department between 1870 and 1906, as capable a set of newspaper men as the country has produced. They were all men of exceptional ability, thorough organizers and excellent executives, and had the rare talent of recognizing merit and getting the very best out of the men working under their direction.

The Work of the City Editor

CHAPTER XX

AFFAIRS ON THE EVE OF SAN FRANCISCO'S GREAT DISASTER.

Efforts of San Francisco to Obtain a New Charter—Strenuous Opposition of Part of the Press to Abandoning the Consolidation Act of 1856—Contests Over Details—A Charter Finally Adopted in 1898—The Changed Attitude of Bulletin and Call After 1895—San Francisco Embarks on a Career of Improvement—Approval of Park Panhandle Boulevard Project—The Chronicle's Exposure of Graft, and Its Opposition to Grafters—Creation of the Ruef-Schmitz Machine—Reformers Who Refused to Be Stirred Into Action—Ruef and Schmitz Claim That Their Administration Brought Prosperity to San Francisco—The Bitter Antagonism of The Chronicle to the Grafters—The Burning of the Tower of The Chronicle Building—Suit Brought by Members of Schmitz Gang Against The Chronicle—It Took an Earthquake to Rouse the Reformers to Action—The Visit of Roosevelt to San Francisco—His Approval of The Chronicle's Political Course—Protection Versus Bimetallism—Proprietor of The Chronicle Elects to Stand by the Former—Schemes for Beautifying the City—Summer Outing Editions of The Chronicle—Charity Work Done by Newspapers—Women's Clubs and the Press—Cartooning, and Chronicle Cartoonists.

BEFORE the opening of the twentieth century, San Francisco had obtained a much-needed charter. After the adoption of the Constitution of 1879, four unsuccessful attempts were made to secure a new organic law for the city. The advocates of the abandonment of the consolidation act, which had done duty since 1856, were emphatic in the expression of the opinion that the city would benefit by getting rid of the restrictions of the act, which were imposed while the fear created by the extravagance of the gang suppressed by the Vigilantes was still dominant, but the Bulletin and Call tenaciously adhered to the belief that the community could not be trusted and that by far the safest plan of conducting a city government was that of the prudent man who refuses to incur indebtedness for any purpose whatever. The attitude of the opposing camps can best be described by saying that the demand for a charter came from those who favored improvement, while those who resisted adoption were firmly of the opinion that if the city cut loose from the consolidation act San Francisco would go to the dogs. But the fight over the several charters voted upon was not made on lines thus distinctly drawn. As is usual when an instrument is presented for the consideration of electors as a whole, the contest was over details. The first charter, rejected in 1880, was beaten at the polls because intramural burial was interdicted, but the fact that the Mayor was given some authority by the instrument played a large part, the awesome question being asked, what would the community do if it should be indiscreet enough to elect another man like Kalloch.

Neglect of Civic Duty

Looking backward, and reviewing the statistics of the five charter elections, the impression is derived that the community was not very much in earnest about the matter, and that those who urged the desirability of public improvements did not represent public sentiment. But the vigorous wars waged in the newspapers at each recurring attempt and the accounts of speeches delivered at meetings indicate that the editors believed that their readers were interested in the discussions. Nevertheless, when election day came around qualified electors stayed away from the polls and the votes cast were ridiculously small. The second effort, made in 1883, was defeated by only thirty-two votes in a total of 18,764 cast. In 1887, when the third essay was made, the vote was not much larger, and again, in 1896, there was a small vote, and finally, when the repeated effort to get a charter succeeded in 1898, there were only 26,969 who voted, although at the general election, two years earlier, 64,820 had cast their ballots. Thus, after nineteen years and numerous contests, San Francisco secured the doubtful privilege of running into debt, which, however, she was slow to exercise, for when the disaster of 1906 came the city was still practically free from indebtedness—a fortunate circumstance. Had the editor of the Bulletin still been presiding over the destinies of that paper he would unquestionably have reminded his readers that they owed to his vigorous opposition to bond issues the existence of a condition which made the outlook for the future less gloomy than it might otherwise have been; or, perhaps, had not the fearsome pay-as-you-go policy prevailed, the city might long before 1906 have acquired a water system, a duty which has been criminally neglected with disastrous effects.

Great Changes in Journalistic Policies

It would be difficult to follow the policies of the press of San Francisco after the opening of the twentieth century. The purchase of the Call by John D. Spreckels, which occurred in 1897, was followed by a more vigorous discussion of current matters and a modernization of methods, and there was a like change in the conduct of the Bulletin. R. A. Crothers, who acquired an interest in the paper, was the brother-in-law of Loring G. Pickering, and managed it for the widow and minor son of the latter, who were jointly concerned with him in its purchase. Fremont Older was made managing editor, and most of the radical departures of the Bulletin from its former course are attributed to him. The extreme conservatism which was a pronounced feature during the earlier management was abandoned, and, in "make-up" and in other particulars, the methods of the most sensational evening papers of the Eastern metropolis were adopted. Large type, abundant illustration and other journalistic practices abhorred of old were freely resorted to by Older, and the determination to attract attention was constantly in evidence. But the most conspicuous departure was that involved in the complete change of attitude toward municipal improvement, and with it virtually expired the long-continued opposition to the creation of public indebtedness, which had for years divided the press and the people of the city into two camps.

The adoption of the charter of 1898 was soon followed by an agitation for improvements, the carrying out of which would involve the expenditure

The City Goes in for Improvements

of great sums of money. One of these provided for the creation of a parked boulevard which would give a direct driveway from Van Ness avenue, at the point where it enters Market street, to the Panhandle of Golden Gate Park. The fear which had caused the defeat of at least two charters, that untrustworthy public servants would be elected and squander the money raised by borrowing, had vanished sufficiently when this project was put forward to permit its acceptance by a decided majority. There was no longer an apprehension that another Kalloch might arise to disturb the city's repose. A few years had sufficed to obliterate the memory of the sand-lot Mayor, and, queerly enough, those most apprehensive in 1879 had become so optimistic that they were unable to perceive that their fears were on the point of realization. Again The Chronicle had to assume the role of Cassandra, and, like the warnings of the prophetess of old, its admonitions went unheeded. In the contest of 1901, which resulted in the first election of Schmitz, it opposed him vigorously, but unfortunate divisions made it impossible to defeat him. Fortunately it was found that informalities attended the authorization of the Panhandle bonds, and they were declared invalid by the courts; but the Ruef-Schmitz combination, like the administrations created by the cunning of Chris Buckley, discovered abundant pickings, enough, indeed, to enable the creation of a machine which made the re-election of the candidate of the Workingmen's party easily possible.

Reformers Who Could Not Be Stirred Into Action

It is one of the anomalies of municipal politics in San Francisco that many of the men who have figured as reformers since the earthquake of 1906 did not seem greatly disturbed by the success of Ruef. They were not distrustful enough of the administration which he was offensively bossing to refrain from attempting to procure favors, and not one of them made any conspicuous move to prevent the re-election of Schmitz in 1905, despite the fact that The Chronicle aggressively, and its contemporaries in a more or less perfunctory manner, were almost daily exposing irregularities and gross turpitude. The first half of the 1900-1910 decade was a period of great prosperity in San Francisco. Following the declaration of war against Spain in 1898, there was a great uplift, which some attributed to the growing recognition of the future importance of the Oriental trade, but which, as the records will show, was due to the general prosperity of the country consequent upon the temporary quietus of the free trade agitation. This condition of affairs was seized upon by Ruef and Schmitz, who triumphantly proclaimed that the Labor Union party had put San Francisco on its feet, and many were foolish enough to believe it, and more were acquiescent or impolitic enough to assist in the promotion of dissensions which resulted in the triumph of Schmitz, who was a third time elected, and in the return of a Board of Supervisors picturesquely described by Ruef as a band capable of "eating the paint off a house."

In this campaign the followers of Schmitz recognized The Chronicle as their only opponent. It had unceasingly pointed out the infamies of the Schmitz administration and had exposed the character of the men Ruef had caused to be nominated for Supervisoral positions. Its exposures and efforts were entirely unavailing; they certainly made no impression on the men with political ambitions and with personal axes to grind; at least, they gave no positive sign of disapprobation, and some of them appeared rather pleased than otherwise at the outcome of the election. The victors were not in doubt respecting the attitude of the different papers of the city. The news of the triumph of Ruef and Schmitz was known quite early and it was celebrated by an impromptu parade in which many thousands participated. While the long procession was passing the building on the corner of Kearny, Geary and Market streets it kept up a constant yell in which cheers for Schmitz and Ruef and curses and hooting at The Chronicle shared equally. Skyrockets and bombs were used by the paraders, and it is supposed that the tower of the building was set on fire by them, although there is no certainty as to its origin. Not long after the mob had passed smoke was detected coming from the lower story of the lofty structure which crowned the building, and which contained a clock that made it the principal landmark of the city. It was a blind fire and water was liberally used to drown it out, and, after about half an hour of fighting, it was thought that result was accomplished. The forces of the paper at work on the ninth and tenth floors were busily engaged getting the next morning's edition ready for the press when the tower suddenly burst into flames and drove them to the street.

Claim That Roguery Promotes Prosperity

The spectacle attracted half the city to the neighborhood, and the rumor spread among the crowd that the building had been fired by the adherents of Schmitz and Ruef to avenge themselves. There was absolutely no foundation for the charge; its only significance consists in the fact that it correctly represented the current impression that Ruef and Schmitz were bitterly hostile to The Chronicle. They had a right to infer from that that such was the case, for day after day and night after night they were denouncing the paper, a custom to which The Chronicle had become accustomed, its practice of exposing rascality usually inviting the billingsgate and abuse of the rascals subjected to its exposing searchlight. Although the result of the fire was to disable the plant for a couple of days, there was no interruption of publication. The courtesy of the Examiner rendered it possible to do this. Dent Robert, then at the editorial helm of The Chronicle's contemporary, promptly placed all the facilities of his journal at the command of the burned-out newspaper. He went further and gave The Chronicle precedence and insisted that it should have the privilege of being first on the street. Although the fire made a big blaze and completely destroyed the tower, the remainder of the building suffered little injury. The steel frame and cement roof proved sufficiently resistant to prevent the fire spreading downward, and in two or three days the plant was again in condition for use.

The Burning of the Chronicle Tower

It was during the campaign which resulted in the third election of Schmitz to the Mayoralty that Fairfax Wheelan attempted to bring about a reform in primary methods. His efforts would have been attended with success had the community harkened to the advice given by The Chronicle. Mr. Wheelan's efforts were directed to the exposure of registry and ballot-box stuffing, and, in the course of the vigorous campaign inaugurated by him, many irregularities were exposed by The Chronicle, which so enraged Ruef that suits for libel were brought against The Chronicle. They were never pressed, for the very excellent reason that the paper was provided with the evidence which would have proved that the conditions were infinitely

DESTRUCTION OF THE TOWER OF THE CHRONICLE BUILDING ON THE NIGHT OF NOVEMBER 5, 1905

worse than it had represented, and that the affairs of the city were being as corruptly administered as they had been during Vigilante days or when the Democratic boss ruled. Again, as a matter of history, and one not unconnected with the conduct of the press, it is well to concentrate attention on the fact that men who subsequently made a great display of activity were silently acquiescent, and showed no signs of interest, if they felt any, in what was being done by Ruef and his paint eaters. It took a bigger shaking up than a newspaper could give them to set in motion the forces that carefully locked the door after the steed was stolen.

Chronicle Exposes Election Abuses

Colonel Roosevelt's Visit to San Francisco

It was during the second administration of Schmitz that Colonel Roosevelt, then President of the United States, visited San Francisco. At that time he had not discovered that the Republican party was a back number, nor had he developed any of that apprehension concerning the encroachments of so-called "trusts," which later took possession of him so entirely that he found it necessary to attempt the creation of a new party. On September 30, 1902, The Chronicle published a monograph on "The Growth of the Modern Trust System." It occupied more than four pages of the paper and was promptly reproduced by the American Protective Tariff League, and was quoted from largely by the Republican press. A copy of it was sent to the Colonel, who caused his secretary to write: "The President was greatly pleased and interested in reading the article, and feels that you have done a real service in publishing it." It is only to point out the mutability of human opinion that I quote from the Record Union of Sacramento of October 2, 1902, the following comment on the article which pleased President Roosevelt. The writer said: "One rises from reading the four-page brief published in The Chronicle of September 30th with a very clear light as to the political intentions of the trust combinations in the United States. * * * There is a growing belief among the men who hand down the law of opinion to the rank and file of the Republican party that President Roosevelt is educating this Nation in the belief that the tariff schedules are responsible for the existence of the trusts." The letter from the President's secretary, dated October 6th, stated that his superior was pleased with the article. As it was mainly devoted to showing that the tariff could not be held responsible for combination in restraint of trade, and that the only feasible mode of dealing with abuses, if they existed, would be by internal regulation, it must be assumed that President Roosevelt at that time had not made up his mind that protection was responsible for the creation of trusts.

A President's Approval of Chronicle Articles

It is of record that a small but influential number of Republicans were beginning to manifest the tendency which invariably has asserted itself in this country in times of prosperity to assail the tariff, but President Roosevelt could not have felt that way in 1902, nor did he show any sign in 1903 and 1904 that he was not in accord with the stanchest advocates of protectionism in the United States. The Chronicle had that reputation. M. H. de Young had taken a prominent part in the national councils of the party; had been a National Committeeman, and had served as delegate in several Republican conventions. In the convention of 1904, when called upon to make a choice between devotion to the protective policy and bimetallism, which his paper had championed with William McKinley and almost every prominent member of the national Republican party, he unhesitatingly elected to stand by protection, which his paper had at all times advocated. In the campaign which followed, The Chronicle printed a twelve-page presentation of the protective policy, and, as was the case when the monograph on modern trusts appeared, the President expressed his satisfaction. He had not yet seen "a great white light," and no one in the ranks of the Republican party had come to believe that it was a crime to stand by a principle.

Schemes for Beautifying the City

Although The Chronicle, in common with the other papers of the city, devoted much space to politics during 1904, it did not do so to the exclusion of other subjects touching it more closely. It is worth recalling that it was in January of this year that the Association for the Improvement and Adornment of San Francisco was formed. The object of its members, as the name of the organization implied, was to study out a general scheme of beautification, but the immediate object aimed at was the creation of a civic center. There apparently was no fear in the minds of those most energetic in promoting the movement that it might miscarry because of the practical control of the Board of Works by Schmitz and Ruef. There may have been distrust, but it was not freely expressed. The spirit of optimism was general, and the city was booming, although, curiously enough, critics had not long before reproached its press with failure to imitate the example of Los Angeles, and charged that there was a disposition to hide the light of the city under a bushel. It was urged that San Franciscans were too easily satisfied, but no one could remain under that impression long after becoming acquainted with the ambitious projects of its leading citizens to make San Francisco the most attractive city in America. There were various ideas respecting the mode by which this was to be accomplished and some of them not altogether creditable. Of course, that of the gentlemen who organized the "city beautiful" movement was to put up attractive buildings, construct boulevards and, by other methods, achieve the distinction attained by the French capital of making it worth a visit. There was another class which took up the cry of "the Paris of America," whose ideals were somewhat different, and, for a while, the expression fell into disrepute. There was, however, no difference of opinion concerning the desirability of beautifying the city. The press was a unit on that point, but when the outline of the plans framed by David A. Burnham, the well-known architect of Chicago, and his corps of assistants was given, critics at once arose who assailed them as too ambitious. Even the warning to the public that there was no thought of carrying out the expansive scheme in its entirety for many years to come failed to disarm criticism, and it is more than probable that the magnitude of the projected improvements would have proved an obstacle to the perfection of any plan for beginning them even if the disaster of 1906 had not come to drive all thought of them out of the public mind.

Running through the files of San Francisco papers in the five years preceding 1906, one notes the introduction of a few new features and the accentuation of some that had been introduced at an earlier date. If the advertising columns of the dailies correctly index the situation, there was a marked increase of the disposition of San Franciscans to indulge in summer outings. There was a time in the city when the vacation habit was not well formed, and it was not unusual for editors at the proper season of the year to point out that man, like a machine, would wear out if he failed to take a proper rest at intervals. When this good advice was dispensed the temptation to abandon the comforts of home was not great. Country resorts were few in number, but before the end of the nineteenth century they began to multiply. It was not until 1898 that enough of them sought to press their claims for patronage in the advertising columns of The Chronicle to accord them a special grouping. In that year they first made their appearance in a conspicuous fashion, and before the disaster of 1906 the list was so long and the space occupied in setting forth their attractions was so great that the impression might easily be derived that everyone in San Francisco deserted it during the summer. Special outing editions were printed containing pages of alluring descriptions of the joys of life on the seashore, in the country and in the noble forests within easy reach of the city on the bay. These advertisements told a story of their own which was emphasized by the time tables of the railroads and steamboats which indicated the existence of hundreds of places and camps that had sprung up like mushrooms responsive to the outing demand.

Summer Outing Editions of The Chronicle

Another conspicuous growth after the opening of the century was the enlarged attention given to charitable undertakings. The disposition to give freely has existed in San Francisco since "the days of '49." It is said of some places in California that they are so healthy they had to do some killing to start their cemeteries. The story smacks of climatic exaggeration, and it is also asserted that the project of starting an orphan asylum in San Francisco was conceived at so early a date that a few orphans had to be imported to give it a successful start. This may also be apocryphal, but there is no doubt whatever that the institution once started it never lacked support, and the same may be said of the numerous other eleemosynary establishments called into existence by the activities of the charitable. The newspapers of the city were invariably foremost in the promotion of movements of this kind, and their activity in this regard stands out in marked contrast to the comparative indifference of older communities. Whatever the cause, it is a fact that charitable projects of all kinds receive more attention in the columns of San Francisco papers than elsewhere, and Mr. Hearst's paper, the Examiner, has to its credit the creation of a children's hospital, which has harbored many unfortunates since its erection. It has proved a monument to the enterprise of the founder. Of less permanent value, but fully as effective in relieving distress during one of the souphouse eras produced by vacillating tariff legislation, was the relief bureau established by The Chronicle, which, throughout an entire winter of unexampled distress in San Francisco, provided food and clothing for all necessitous applicants. In long settled places these are duties usually assumed by the authorities, but in San Francisco, and throughout California generally, charity is largely a matter of voluntary co-operation in which the press plays the important part of energetically backing up the appeals of the charitable and helping them to carry out their schemes of benevolence by liberal publicity.

Newspapers Forward in Promoting Charities

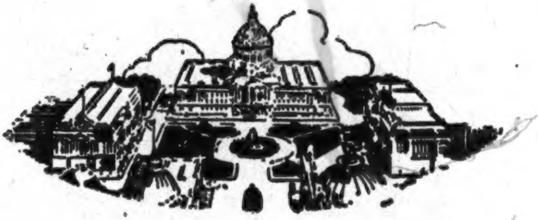
Women's clubs were established as early as 1888 in San Francisco, but

Women's Clubs and the Press

their activities at first excited little attention outside of their own membership. It was not until the close of the last decade of the nineteenth century that the press began to recognize them as an important factor in the development of the city. That was due largely to the fact that in the early stages of the club formation movement publicity was discouraged rather than sought. There was a division of opinion respecting its desirability which finally disappeared and it became the custom, which has since been maintained, of treating club doings as news important to a large section of the community. There is no doubt that this change of attitude contributed greatly to the advancement of the cause of woman suffrage in the city, for the subject, until the object aimed at was achieved, occupied a large part of the attention of the membership, a fact made familiar to the male part of the community who had forced upon them by frequent publicity arguments which they might otherwise have successfully evaded, but which once acquainted with they were unable to resist when the question was presented to them for decision. This does not imply that the women's clubs of San Francisco were consciously formed with any such object. The fact is otherwise. They were in the main organized for social and cultural purposes, but when members developed differences they discussed them and publicity did the rest.

Cartooning and Chronicle Cartoonists

Frequent reference has been made to the growth of the practice of illustration by daily papers, and it has been shown that The Chronicle made intermittent attempts to make a feature of pictures, which were frustrated by the scarcity of artists and other limitations. During the bonanza period and throughout the late seventies, The Chronicle was in the habit of publishing on Sundays a cartoon depicting some phase of the mining stock craze. It was the only daily that made essays in that direction, the picture-making field having been surrendered to the weeklies. During the fifties there were pictorial papers produced, but they were modeled on the lines of the Police Gazette and never enjoyed a considerable popularity. The Wasp, founded in 1870, claims the distinction of having been the first paper in America to print cartoons in colors. It also presented its readers weekly with flashes of wit helped out by the artist's pencil, and caricatures in black and white. After the introduction of the chalk process, The Chronicle manifested a strong disposition to use the cartoon as a political weapon, and, in the campaign of 1888, day after day, the deficiencies of the free trader and the drawbacks of free trade were held up to the public gaze. In this series of cartoons the name of the artist does not appear. Perhaps he was not proud of the work produced under the limitations of the chalk process, but he made some hits good enough to be worked over and over, as, for instance, his "You Dirty Boy," which was suggested by a famous soap advertisement. In 1901 the first colored comic section was printed by The Chronicle. Before its appearance a couple of pages were devoted on Sundays to pictures more or less humorous, which were not designed to appeal to children. They had to depend on their own merit and were not helped out by color. About the time of the appearance of the comic section Davenport, the caricaturist, joined the art staff of The Chronicle. He was fond of drawing large pictures of courtroom scenes and was encouraged by Thomas Garrett, then city editor, to produce sketches which took the better part of a page. George E. Lyon, who had the reputation of drawing a portrait more rapidly and better than any other artist in the country, was also a member of the art staff of The Chronicle and was indulged in the matter of size as freely as Davenport, and between them they absorbed a large share of space of the paper. The innovation, however, was accepted by the public and to some extent was imitated in other cities. Both Davenport and Lyon confined themselves to line drawings, which were reproduced by the zinc etching process.



CHAPTER XXI

SAN FRANCISCO'S GREAT DISASTER AND ITS RAPID RECOVERY.

Newspaper Warnings That Went Unheeded—Prosperity Produces a Careless Attitude Toward Municipal Government—The Chronicle the Only Paper Hated by the Grafters—Reformers Inactive on the Eve of the Great Conflagration—A Case of Purification by Fire—Part Played by the Press in the Great Disaster—Responding to the Call of a Self-Imposed Obligation—Preparations to Get Out an Extra—A Messenger Sent to Oakland Asking Hospitality—The Joint Paper Published on the Morning of April 19, 1906—It was a Marvel of Calm Statement—A Journal That Lived One Day Only—Charles de Young Receives His Baptism of Journalistic Fire—He Reorganizes the Circulation Department—Paper Temporarily Printed in Oakland—The Loss of The Chronicle's Reference Library—Charles de Young Made Business Manager of the Chronicle—Men Who Retained Their Positions During Long Periods—A Great Newspaper Feat Successfully Carried Through by Charles de Young—Tetrazzini Sings in the Open Air on Christmas Eve at the Request of The Chronicle—The Untimely Death of Charles de Young.

THE third election of Schmitz, which occurred in November, 1905, was not followed by any of the disastrous consequences expected by those who were sure that the unblushing declaration of Ruef that he had on his hands a Board of Supervisors who were so hungry for spoils that they would eat the paint off a house, would retard the advancement of the city. It was an ill-advised argument frequently employed, but which did not appeal very strongly, that lax regulations would be sure to recoil on the community by deterring respectable people from wishing to make their homes in a city which aspired to become the Paris of America. Ill advised because when the city forged ahead under the impulse which made the whole country prosperous, Ruef and his adherents boldly proclaimed that it was to their method of conducting affairs that San Francisco owed its prosperity. And thus it happened that vice was buttressed instead of being dislodged, and the worst practices of an administration which was in the business of governing for all there was in it were resumed without being challenged by the community. They did not pass unnoticed, however, for the press, or that part of it at least which was not too timid to antagonize the representatives of the Labor Union party for fear of losing patronage, kept on pointing out evasions of ordinances, and exposing rascality, but without accomplishing much good, for, as is the manner of prosperous people, who do not desire to be bothered, the stories were dismissed by them as newspaper lies.

The Chronicle's Seventeen-Story Building

The newspapers were sharing in the general prosperity. Real estate was booming and building operations were extending rapidly. The proprietor of The Chronicle was making an addition to his building on the corner of Market, Geary and Kearny streets, which was well advanced toward completion when the fire in the tower occurred. It was seventeen stories high, and Mr. de Young had contemplated bringing the original structure to the same height, a design which was frustrated by the passage of an ordinance by Ruef's facile Board of Supervisors fixing a maximum of twelve stories. The object of the limitation, it was openly boasted, was to prevent the carrying out of the design in its entirety. It was merely another mode of advertising the fact to the world that The Chronicle was the only paper obnoxious to the paint eaters. Other owners of property were not interfered with; they made improvements, and, if subsequent developments are to be relied upon, they paid handsomely for the privilege. Ruef and Schmitz were reaping a harvest from the indifference of the public. If anyone contemplated an enterprise requiring public intervention, he went to Ruef, and, if satisfactory arrangements were made with him, he caused his "paint eaters" to pass the necessary ordinances, or, if it was a simple case of assurance against the menace of interference, that was also fixed. Everything and everybody who wanted anything done paid toll and the competition to secure the favor of the attorney of the Mayor, whose word was law for the paint eaters, was most keen.

A Case of Purification by Fire

This was the condition of affairs on the eve of the eventful April 18, 1906. If any of those who later took so conspicuous a share in the work of cleansing the Augean stables of the municipality contemplated interference with the practices notoriously and offensively conspicuous they kept their intentions to themselves. As a matter of fact, the disposition to interfere did not exist. The overwhelming victory of Schmitz in the preceding November was apparently accepted as an intimation that the community was well satisfied with Messrs. Ruef and Schmitz~~, and~~ those who wished to embark in enterprises decided that the easiest course was to work along the line of least resistance. It required a convulsion of nature to bring about a change and it came on the morning of April 18, 1906, and was emphasized by the disastrous conflagration which wiped out two-thirds of the city. It was a case of purification by fire. When the smoke cleared away, the community, or those of that part of it which remained to bear the brunt of resurrection, clearly saw things which they had formerly refused to look at, or, at least, had refrained from taking cognizance of, if they saw them.

Part Played by the Press in the Great Disaster

In the trying hours of the conflagration which followed the disaster the newspapers of San Francisco played a conspicuous part, one which has not been fittingly recognized, because the American people have become habituated to expecting the press to do its duty under all circumstances, no matter how trying. The organizing ability displayed by the men who took the helm when the city government broke down was admirable. Their courage was sublime, but their efforts would have been hampered and retarded had not the morning papers obeyed the unwritten law of the higher journalism to continue publication without interruption. It was the first duty of the press to give the news of the tremendous disaster, and the next obligation imposed on it was that of imparting courage and hope to the scattered members of the community, who, without this inspiration, would have given up in despair. Had there been no press to record the heroic utterances of the members of the Committee of Fifty and to applaud and assist in the dissemination of their plans their efforts must have been in vain, or at best no quicker in their fruition than those which attended the attempts at rehabilitation which followed the Messinian disaster.

Press Performs a Self-Imposed Obligation

What the press does is so easily accepted as a matter of course that the public scarcely interests itself in its doings, but it deserves to know something of the efficiency of an organization whose usefulness even an earthquake was unable to interrupt, and which, when every industry was paralyzed, had to put forth more than its customary energy to maintain the standard set for itself. Few outside of the profession realize the importance attached by its members to performing the self-imposed obligation of furnishing the news, and there are many who may regard as an empty boast the assertion that the force of a newspaper is more ready to respond to the call of duty than the soldier, whose response is often exacted by discipline. Those who observed the unwearied efforts made by newspaper men during several hours on that eventful 18th of April to prevent a break in the continuity of the publication of the journals to which they belonged will agree that the devotion exhibited by them was marvelous. Neglecting everything else, they confined their endeavors to the accomplishment of one purpose, which was not abandoned until all the means of effecting it were utterly destroyed.

Getting Ready to Print an Extra

The disaster occurred at 5:18 o'clock. The editions of all the morning papers had been printed and were in the hands of the carriers for distribution. What was done with the issues of that morning has never been clearly ascertained. Copies of any of the San Francisco papers of April 18, 1906, are far more rare than those of the succeeding day, giving an account of the disaster. The carriers, in their panic, must have thrown them away, for it has been found nearly impossible to procure specimens. The delivery had not begun in the outlying districts, which escaped the fire, or more would have been preserved. When the first members of the editorial staff of The Chronicle reached the office it was not yet 6 o'clock. The force in the pressroom apparently had no idea of the extent of the trouble and was busily engaged cleaning up the machines after the morning run. A hasty survey of the condition of the building was made by the managing editor, and the inspection satisfied him that there would be no obstacle in the way of getting out an extra. The foreman of the pressroom was notified that the attempt would be made as soon as material for an edition could be prepared. In the meantime, the city editor, Ernest S. Simpson, who lived in a remote part of the city, had arrived and was soon joined by a number of reporters and telegraph editors. The force was promptly set to work gathering information respecting the extent of the damage, and the managing editor composed himself sufficiently to write an editorial which breathed the spirit of optimism in every line. Soon the news gatherers began streaming in with their reports and started preparing their copy. L. C. Simpson, now conducting the Sacramento Union, undertook the task of "making up." It was an arduous one, for it involved the necessity of pleading with the printers to stick to their job when fresh tremors disturbed them, and the heat of the conflagration which was raging across Market street became nearly unbearable.

A Disappointed Hope

The effort to get out an extra was not abandoned until the engineer discovered that the supply of water had been cut off and that it would be impossible to turn over the presses. The gas used in heating the linotype metal had also given out and the machinery of the office was at a standstill. The Examiner and the Call were not in a position even to think of making an effort to publish an extra. The buildings in which their machinery was installed were among the earliest to be attacked by the flames. While The Chronicle staff was still struggling with the extra that was never printed word was sent by M. H. de Young to the Examiner and Call that The Chronicle would be glad to share its facilities with them. There was no fear at the time that the flames would leap across Market street. The reporters had brought accounts of the failure of the engines to obtain water, but it was not realized until a little later that the supply was practically cut off and that there was small hope of preventing the entire destruction of the business section of the city. When this conclusion was reached the managing editors of the three morning papers dispatched a messenger to W. S. Dargie, proprietor of the Oakland Tribune, informing him that they would in all probability have to ask his assistance in getting out a paper. It never occurred to them for a moment that there could be any suspension of publication so long as the mechanical facilities for getting out an edition could be obtained, and Mr. Dargie's office was well provided in that regard.

The Multiplication of Rumors

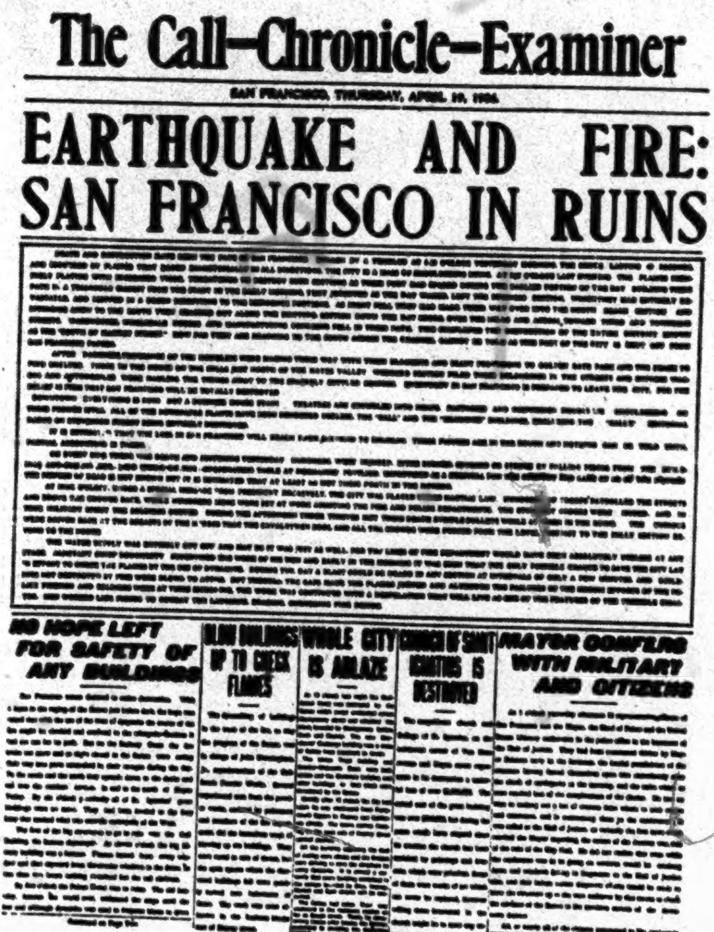
The preferring of the request to Mr. Dargie was merely a formality. He placed his office at the disposal of the fire-evicted journals, and, on the morning of the 19th of April, the "Examiner-Call-Chronicle" appeared with four pages devoted wholly to describing the disaster. Considering the condition of the public mind and the preposterous rumors in circulation, the publication must be regarded as an extraordinary model of sobriety of statement. It must be remembered that during the first day of the conflagration nothing seemed incredible to the wrought-up populace. It was generally believed that something in the nature of a universal cataclysm had occurred. One story told of the submergence of New York and another gave some details of the entire destruction of Chicago. Rumors of awful happenings and horrible atrocities were current, but none of them was given currency in the joint paper. It was a presentation without exaggeration of one of the greatest calamities of modern times; even in the matter of estimating losses, a moderation was displayed which is not always attained under less exciting circumstances. When this emergency sheet was distributed on the morning of the 19th it was received with an eagerness which testified the appreciation in which the newspaper is held even by those who, when not seeking the comfort and assurance it gives, think lightly of the part it plays in the scheme of modern life. This journal of a day was distinguished by other peculiarities than that of being the joint production of three rival papers. It contained no advertisements whatever, and was distributed gratuitously to the unexpectant people of San Francisco, who did not dream of the possibility of such a publication appearing, and, finally, it had the distinction of achieving an extraordinary circulation in facsimile through the presses of the Tribune printing successive editions, which were eagerly bought up by souvenir hunters.

Charles de Young's Baptism of Journalistic Fire

The lamented Charles de Young, son of M. H. de Young, the proprietor of The Chronicle, received his journalistic baptism of fire on the morning of the 19th. In accordance with the plans of his father, who proposed having him acquaint himself with the workings of every department of the paper, Charles had been doing duty in the publication office, where he was installed as a clerk immediately after being graduated from Harvard. On the morning of the 17th, he was "Charlie" to the young men who were his associates in the office; on the 19th he suddenly took command, and thenceforth he was the leading spirit in the business office, whose head he was destined to become. It was to his energetic efforts that the prompt restoration of order in the publication department was due. It was he who, on the morning of the 19th, was the first to appear in the part of the town not reached by the flames, in an automobile containing bundles of the joint paper, which were thrown out by him to the boys, who reaped a harvest of small coins from eager buyers; and it was he who effectively organized the distributing system maintained during the period while the mechanical work of The Chronicle was performed on the other side of the bay. On the day of the issuance of the "Examiner-Call-Chronicle" an arrangement was made with the Oakland Herald, an evening paper with an excellent plant, and on the morning of April 20th The Chronicle appeared with its familiar heading. The proximity of the Herald to the track of the Key Route made it practicable to deliver the paper in the city at a very early hour, and during the entire period that the printing was done on the other side of the bay, Charles de Young gave his personal attention to the important work of securing early and effective distribution by the carriers.

Papers Temporarily Printed in Oakland

The Examiner promptly concluded an arrangement with the Oakland Tribune, but it was some days before the Call made its appearance. The evening papers practically suspended publication until they were provided with machinery from near-by points and the East. The three morning papers established publication offices on Fillmore street, The Chronicle pioneering the movement by securing the lease of a store on the Saturday succeeding the fire. The selection was due to the desire to be close to the hall in which the Committee of Fifty held its meetings, and to the perception of the fact that Fillmore street was destined for a time to be the most important thoroughfare in the city. The editorial rooms of the paper were located in a building opposite the publication office, and here the editorial and local copy was prepared and sent to Oakland. George H. Fitch, the night editor of The Chronicle, took his force with him to Oakland and had at his command two or three artists with whose assistance he soon managed to get out as many pictures as the restricted plant of the Herald would permit. It was some days before San Franciscans took enough interest in the outside world to demand much telegraphic news, but the appetite was soon restored. During the first few weeks after the disaster the morning papers printed an extraordinary number of advertisements, whose object was the bringing together of scattered friends, relatives and people whose business relations were interrupted by the conflagration.



The Call—Chronicle—Examiner

SAN FRANCISCO, THURSDAY, APRIL 19, 1906.

EARTHQUAKE AND FIRE: SAN FRANCISCO IN RUINS

NO HOPE LEFT FOR SAFETY OF ANY BUILDINGS

BLOW BUILDINGS UP TO CHECK FLAMES

WHOLE CITY IS ABLAZE

CHURCH OF SAINT IGNATIUS IS DESTROYED

MAYOR CONFERS WITH MILITARY AND CITIZENS

TITLE PAGE OF THE JOINT PAPER ISSUED BY SAN FRANCISCO'S THREE MORNING DAILIES ON THE DAY AFTER THE DISASTER OF 1906

Destruction of the Chronicle Building

The plants of all the newspapers were totally destroyed by the fire and had to be replaced but before that could be accomplished places had to be prepared for them. The Chronicle was in better case than the other morning papers as it was enabled to install presses in the basement of the seventeen-story annex, which was approaching completion when the disaster occurred. The western part of the building on the corner of Market, Geary and Kearny had suffered from the precipitation of the battery of linotypes on the top floor to the basement. This was caused by the burning of the false roof which was constructed after the tower fire in November, 1905, and maintained while two stories were being added. The fire from the roof was communicated to a large quantity of drawings stored in a gallery, which also contained about five or six tons of zinc etchings. The floor of this gallery was of wood, and, when it caught fire, the zinc was dumped on the top of the linotypes and the shock and the added weight caused the entire mass to break through the terra cotta and cement floors of story after story until it reached the basement, burying the three perfecting presses under the debris and carrying with it in its descent the valuable library of the paper which represented more than a quarter of a century's accumulation of reference matter. It was the one irreparable loss. The machinery, which represented an investment of several hundred thousand dollars, could be replaced, but the records and scrapbooks were irreplacable. Although the western end of the building had to be restored, that part facing Market street was easily put in condition for use. A press, procured from the Los Angeles Times, was set up in the basement, a battery of linotypes was installed on the second floor of the annex and a large room on the mezzanine floor of the old building, accessible from Market street, was devoted to the use of the editorial staff, and The Chronicle was able to announce to the public that it was back in its old home.

A Decision Which Had Consequences

There were some who were disposed to regard the early removal of The Chronicle to the ash heap as premature, and not a few, strange as it may now seem, had reached the hasty conclusion that the business center had permanently shifted itself to Van Ness avenue, which speedily took on the air of a watering place thoroughfare in which much bunting and plate glass take the place of substantial structures. But M. H. de Young was convinced that the causes which made Kearny, Geary and Market streets the heart of the city before the fire still existed, and that his example would soon be followed by others. The movement downtown, however, was not precipitate and it is recalled by an employe of the business department of the paper that the appearance of a woman on Market street two or three days after the force took possession of one of the small stores on the Market street side of the building created quite a commotion, the clerks wondering what she was doing down in the ash heap. This was in the closing days of July, 1906, and it was several months before the workers of The Chronicle got rid of the feeling of isolation which familiarity with the neighborhood of Lotta's fountain after nightfall created. The spot, now the busiest in the city, was practically deserted when the forces engaged in wrecking buildings had finished their labors for the day, and the street car lines, although they maintained a service, might have abandoned it without greatly impairing their profits.

The First to Start Up Downtown

While what was nominally the main office of The Chronicle was established in the present building before the opening days of the June following the earthquake, the branch, opened on the 21st of April at 1804 Fillmore street, was for a long time the busiest. Advertisers found the latter the most convenient, and it was not until the banks, insurance companies and the principal commercial establishments, one by one, found their way back to the localities in which they had done business before the conflagration that the publication office of The Chronicle assumed its old-time bustling appearance. Apart from that, however, the readers and other patrons of the paper, in less than six months after the disastrous April 18th, could see little in it to remind them of the experience through which it had passed. It was a strenuous time for the proprietor, who was compelled to devote himself untiringly to the work of rehabilitating the mechanical end of his journal and simultaneously drive the reconstruction of the seventeen-story annex and that of preparing to restore the Market street structure. According to the records, M. H. de Young's order to rebuild was the first given after the fire. Before the end of July daily editions of fourteen pages were sent out and forty-eight pages were printed on Sundays. In November the daily issues were of sixteen pages, and the Sunday edition was increased to sixty-two pages. On December 22, 1907, an annual containing eighty pages was issued, the largest paper ever printed in San Francisco up to that date. The Examiner and Call displayed less alacrity in getting back into their old quarters. The former of the two continued to be printed in a temporary construction near the water front until the new Hearst building on the corner of Third and Market streets was completed, a wooden shack on the corner of those thoroughfares serving as a downtown business office until the erection of its present home. The Examiner and Call, like The Chronicle, had established offices on Fillmore street, and they remained for a long time their principal places of business.

Business Managers of The Chronicle

Charles de Young was promoted to the position of business manager in the busy days of rehabilitation. His father had not contemplated so rapid an advancement, but during the trying period of 1906 he revised an earlier view and concluded to lessen his own labors by making his son assume some responsibilities. A vacancy occurred in the management of the business department, and Charles was placed in charge. He was the fourth to fill that responsible position. From the time of the launching of The Chronicle until the death of his brother in 1880, M. H. de Young had given his personal attention to the management of the details of the business and had not appointed a manager. The first to fill the position after that date was Joseph B. Eliot, who had many years' experience in the office. He remained in charge of the publication department for many years and was succeeded by W. P. Leech and the latter by C. H. Hornick. Charles de Young filled the position of business manager up to within a few weeks of his untimely death, which occurred on September 17, 1913. The growing business of the paper suggested the necessity of a general supervision, and Charles was designated as publisher, a title which had scarcely become familiar to the public before he passed away. When Charles de Young became publisher, W. H. B. Fowler, the present business manager, was appointed. Mr. Fowler began his career in the Chronicle office as a boy

PRESENT HOME OF THE SAN FRANCISCO CHRONICLE
Constructed by M. H. de Young after the disaster of 1906. The first building erected in the downtown district after the great fire.

and filled several roles before assuming his responsible position. His connection with the paper was interrupted only long enough to take a Stanford collegiate course. After graduation from that institution he served a while as telegraph news editor, but his aptitude for business attracted Mr. de Young's attention, and he was put in charge of the automobile advertisements, which rapidly assumed large proportions under his management. He remained manager of this department until he assumed the business managership. It is worth mentioning as a characteristic of the proprietor of The Chronicle that he has the faculty of retaining employes during long periods. In the fifty years of its career, The Chronicle has had only three cashiers: B. A. Wardell, James G. Chesley and W. D. Burlingame, who now fills that responsible position.

The Growth of Interest in Sports

Mention has been made in a preceding chapter of the increased attention paid to sports. A column or so of varied paragraphs published once a week and furnished by a reporter familiar with all sorts of diversions met all requirements until near the close of the nineteenth century. After that time the amount of space devoted to the subject began to be reckoned by pages, requiring several reporters to produce it, all of whom had to be specialists in their particular line. This necessitated the organization of a department presided over by a sporting editor who directed and supervised. Benny Benjamin was the first sporting editor of The Chronicle in charge of a force of men. He had an international reputation as a turf reporter, and his accounts of prize fights were considered unsurpassed by the critics, and their number was legion. Harry B. Smith, at present in charge of the department, also enjoys the reputation of being an authority, his specialties being baseball and the ring. There are some who profess to regard with amazement the extraordinary attention paid to sports by American newspapers, but their surprise would suffer diminution if they had any conception of the demand for such intelligence. It is possible that lectures or sermons would have a greater educational value than an account of a prize fight, if the patrons of daily papers could be induced to read them, but, unfortunately, they cannot be persuaded to do so, and insist on neglecting the papers which refuse to print what they desire. Hence the great preponderance of sporting over matter of a more solid character; and, by the way, there would be much less of the latter printed than there is at present if the people who interest themselves in sports threw upon the serious the entire burden of supporting newspapers.

A Great Newspaper Feat

The preceding remarks are by way of explanation of a newspaper feat of The Chronicle successfully carried through by Charles de Young, whose activities when he was business manager, as was befitting in one who expected to succeed his father as head of The Chronicle, were not confined to any department of the paper. In 1910, when the approaching Johnson-Jeffries fight, which was to take place at Reno, attracted almost as much attention as a European war, Mr. de Young organized and personally took charge of a corps of sixteen reporters, correspondents and photographers sent to Reno to report the "great" event for The Chronicle. The force consisted of Ben Benjamin, Harry Smith, Waldemar Young, C. A. Horne, Charles Remington, B. D. Johnson, Helen Dare, Jack Densham, Leroy Ripley, George Stanson, Harold Fitch and F. A. Purner of the Chronicle staff and Jack

London, Rex Beach and Thomas E. Flynn, who acted as special correspondents. A special was engaged to bring the photographs taken at the ringside, which were developed while the train was thundering on its way to the city. The fight terminated at 3 P. M. in the defeat of Jeffries, and at 10 P. M. the photographer, accompanied by Charles Remington, who was detailed to describe the flight of the special, arrived in the office. Meanwhile, the Western Union Telegraph Company was transmitting over its wires over 40,000 words of description, which appeared in The Chronicle on the succeeding morning, accompanied by sixteen half-tones of the rounds, including the final knockout. Mr. de Young had so thoroughly systematized the work at the Reno end that the vast number of words, representing scores of different filings, reached the office in perfect order, Mr. Fitch, the night editor, reporting to the managing editor that in his long experience he had never received a story by telegraph more easily handled. To round out the account of this newspaper exploit, it should be added that the paper was out on sharp time on the morning of the 5th of July, and that at 11 o'clock on the night of the 4th a special edition was dispatched to Reno, which was the first to reach the crowds who had witnessed the fight.

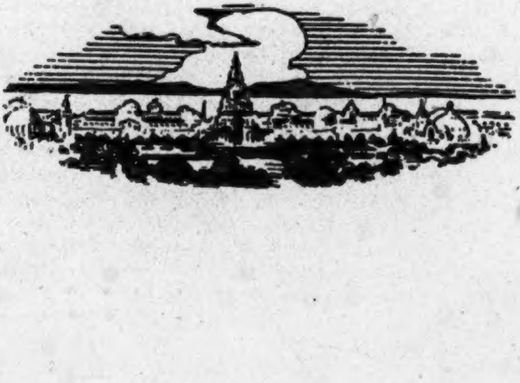
Tetrazzini's Concert in Front of The Chronicle

Charles de Young had to his credit another newspaper exploit which attracted as much attention to San Francisco as it did to the paper. The suggestion being made that the prima donna Tetrazzini might be induced to sing in public, he succeeded in persuading her to do so on Christmas eve of 1910. The concert occurred in front of the main entrance of the Chronicle building, the diva using the proprietor's office as her retiring room for the occasion. Never was there a greater or more enthusiastic throng assembled to hear a singer. The number of listeners was estimated to exceed a hundred thousand. Market street for two blocks was densely packed, and Third, Geary and Kearny streets contained thousands who, although they could not see the singer's face, were content to hear her voice. The evening was delightfully pleasant, and the male part of the audience complimented the prima donna, who insisted on adopting San Francisco as her home, by removing their head coverings. Flashlight pictures of the immense crowd were taken and sent to the leading pictorial publications of the United States and Europe, many of which reproduced the same. An amusing commentary on municipal pettiness is contained in the inscription on Lotta's fountain, which falsely states that the diva sang at that spot, but the fact remains that she sang in front of the Chronicle office at the request of The Chronicle. The tablet on the fountain was expressly prepared to suppress the truth, but it has only served to elevate the occurrence to the dignity of an historical event and to call the attention of future generations to the varied forms assumed by newspaper rivalry in the first decade of the twentieth century.

The young man whose imagination and activity were responsible for this and other Chronicle performances, took the same lively interest in public affairs as his father, and was foremost in the promotion of celebrations and pageants. In the Portola Fiesta in 1909 and in similar demonstrations he was full of suggestions and his assistance and advice were always sought. He was a director of the Panama-Pacific International Exposition, as was also his father, who was one of the subscribers of $25,000 at the big meeting in the Merchants' Exchange when the project was

Untimely Death of Charles de Young

launched. Charles was a tireless worker in and out of the office, and enjoyed an extraordinary popularity among his fellow workers on the paper. When his untimely death, which occurred on September 17, 1913, was announced, the community was profoundly shocked. He was carried off by typhoid fever, contracted, it is supposed, by drinking water which had been standing in a neglected pipe. The press of the entire country united in paying a tribute to his marked journalistic ability, and in extending sympathy to his father, whose dream of a lifetime had been that his only son would take up the work when he laid it down. The death of Charles de Young followed very closely on the consummation of a transaction in which he had taken the liveliest interest, and which he expected would achieve great results for the paper. His satisfaction over this accomplishment of his father was the subject of his last conversation with the writer, who had followed his career with the liveliest interest from the day of his birth to the hour of his untimely passing away.



CHAPTER XXII

THE LATEST DEVELOPMENTS IN THE FIELD OF JOURNALISM.

Purchase of the San Francisco Call by M. H. de Young—Retirement From the Field of a Survivor From Pioneer Days—Introduction of Wireless Telegraphy—Increased Complexity of Newspapering—An Album of Portraits of the Working Force of The Chronicle—Remarkable Expansion of the Midwinter Exposition Memorial Museum—A Product of the Journal That Does Things—The Chronicle's Christmas Ship—Over a Quarter of a Million Articles Sent to the Little Ones of Warring Europe—Charles de Young's Efforts to Brighten the Lives of Unfortunates—Rescuing the Careless From the Clutches of Loan Sharks—The Chronicle's Japanese and Pan-American Editions—Imminence of Another Chronicle Skyscraper.

WHEN the latest census of newspaper publications and periodicals of all kinds in California was taken in 1912 the total of the enumeration was 818. This embraced 161 dailies, 4 triweeklies, 31 semiweeklies, 502 weeklies, 2 fortnightlies, 9 semimonthlies, 101 monthlies, 5 bimonthlies and 1 quarterly. Of this number, 166 were published in San Francisco, there being nineteen dailies, fifty weeklies, one semiweekly, fifty monthlies, four semimonthlies, one bimonthly and one fortnightly. Of the dailies, nine were published in the English language, four in Chinese, three in Japanese, one in German and two in Italian. Only three of the entire list of dailies, the Bulletin, the German Demokrat and the Journal of Commerce, are survivals from the fifties. Of the weeklies, the News Letter and the Christian Advocate date their birth back to pioneer days. Only one paper, that which today celebrates its fiftieth anniversary, enjoys the distinction of having remained uninterruptedly in one ownership from the date of its foundation. All the other journals established a half century or more ago have undergone many changes of proprietorship, and some of them have been subjected to such transformations that little more than the name originally bestowed upon them links their history with the past. The Examiner, for instance, started its career as an evening paper about the same time that The Chronicle made its first appearance, and was changed into a morning paper several years later.

The Call, whose advent in the journalistic field preceded that of The Chronicle by several years, maintained its existence for more than half a century. It was founded, as related in an earlier chapter, by a small coterie of printers, who operated it for a short period only. The paper was subsequently purchased by Claus Spreckels and passed into his possession on the 1st of January, 1895. During the first two years after its acquisition by him it was under the management of Charles M. Shortridge. On the 13th of August, 1897, the Call passed into the possession of John D. Spreckels, in whose ownership it remained until September 1, 1913, when it was purchased by M. H. de Young, and its publication permanently suspended. The extinction of the Call created a national journalistic sensation, and was hailed with expressions of satisfaction by advertisers, who regarded the conversion of San Francisco into a two-morning-daily city as tending greatly to simplify their relations with the newspapers and the public generally. At the time of the acquisition of the Call by Mr. de Young it possessed a splendid equipment, the major part of which was absorbed into The Chronicle's plant.

M. H. de Young Purchases the Call

The purchase of the Call was the subject of extended comment by the editors of Pacific Coast papers familiar with the early rivalries of the extinguished journal and The Chronicle. Many of them recalled the energetic efforts of the de Young boys to break into the San Francisco newspaper field, and one claimed to have predicted the outcome in 1879. The prophecy, however, made no deep impression, and when the purchase was made the surprise was general. During the period while the Call was in the possession of John D. Spreckels it was conducted as a thoroughly up-to-date newspaper and was a vigorous competitor for public favor. Had the fact been otherwise, the passing of a journal that had rounded out an existence of nearly sixty years would have attracted less attention. The mortality list of San Francisco newspapers was a long one, but in most instances the community was not disturbed when a publication dropped out of line. The circumstances attending the disappearance of the Call, however, were of such a character that few newspapers throughout the length and breadth of the land refrained from comment, most of it taking the form of approval of what was considered an important tendency in modern journalism, namely, to build up and make a few great newspapers rather than multiply their number at the expense of efficiency.

Building Up a Great Newspaper

Much space has been devoted by the press of San Francisco and by observing visitors, to the marvelous energy displayed by the community in the work of rehabilitation since the disaster of 1906. The rebuilding of a city is something that forces itself on the attention of the least observant. When skyscrapers and less lofty structures are rising in every direction they are recognized by all as improvements, but the changes made by newspapers, which are usually in the direction of greater efficiency in the presentation of news and increased attractiveness, are less likely to be noticed, because the reading public has become accustomed to accepting journalistic innovations as a matter of course. Some of these latter, however, are worthy recording in a sketch of journalism. Perhaps the most important of these is the extended use of wireless telegraphy, which became of such practical importance in the work of news gathering about 1910 that it is now regarded as an indispensable part of the machinery for collecting intelligence. It has begun to share with the ocean cables and land wires the duty of swiftly conveying to the editor accounts of occurrences on land and sea, and sometimes it has the mournful monopoly of the recital of

Introduction of Wireless Telegraphy

disasters on the deep which would never be heard of if Marconi's wonderful discovery had not been made.

The results of the employment of wireless communication may pass unnoticed by the average reader, who is not so much interested in the source of the news, or how it was obtained, as he is in the news itself, but the investigator who takes the trouble to compare an issue of a morning paper of some five or six years ago with one of the present day will discover that there are features whose daily presentation makes them seem commonplace which really indicate an advancement more marvelous than any recorded during the nineteenth century. In the most prosaic fashion the leading journals of the country daily print items whose publication would have been deemed impossible by a past generation. The owner of a vessel at sea learns from this unostentatious column as he peruses his morning paper that the craft in which he has invested a fortune is safe in some exactly indicated part of a vast ocean; a busy father, whose wife and daughter are traveling, gathers from the brief wireless message that the ship on which they are sailing homeward will reach port on time; the merchant awaiting the arrival of a cargo is informed that he is not likely to be disappointed. Sometimes the news brought is tragic, and then it finds a place among the more startling intelligence; but whether the information brought by wireless is that of a disaster, or merely a record of the location of a vessel at sea, the method of bringing it will always seem more wonderful than that employed when transmitted through a cable or a land wire.

The Marvelous Made Commonplace

Another innovation more particularly confined to the two San Francisco morning papers is that of issuing successive editions to meet the wants of different localities in the vast area served by them. Before the disaster of 1906 it rarely happened that more than one edition was issued by a morning paper; at present as many as five are sent out every morning. The earliest of these appears on the streets at 11 p. m., and meets the requirements of San Francisco's large night population. It is followed at intervals by other editions, which are dispatched by special train or other conveyances to various localities, all of whose particular needs are recognized and provided for by the publication of items of local interest. The innovation of successive editions was compelled by the rapid growth of population since 1906 in the area contributory to San Francisco. Before that date the night editor, unless some accident causing an interruption to communication occurred, awaited the signal "good night" from the Associated Press and telegraphic correspondents. The welcome good night never comes now. The various editions are sent to press at a prescribed minute, and if there is a failure in that regard the circulation department, through the business manager, is sure to ask for an explanation.

The Making of Many Editions

As a result of the issuance of many editions, the work of the night editor is made much more arduous than in former times, when the paper nearly made itself up. It is no longer possible, as it once was, closely to estimate the quantity of matter to be set by the printers, and it frequently happens that the editors upon whom devolve the duty of selecting what shall appear in the paper are obliged to discard much that has been prepared for publication. On occasion enough is thrown aside to fill a good-sized sheet. As pointed out in an earlier chapter, the scarcity of news, or rather the facilities for assembling it, necessitated efforts to fill up. The problem in the modern newspaper office is entirely different. It is to find a place for the "stuff" which comes to it from hundreds of sources and that which is diligently gathered by the large staffs of reporters and special writers employed on all the leading city papers. Instead of being concerned about obtaining matter to print, the heads of the various departments are called upon to observe the closest watch over the copy prepared by or submitted to them in order to keep within the space allotted them, otherwise the paper would be flooded with relatively inconsequential matter. This requires the exercise of discrimination on the part of every editor entrusted with the preparation of copy for the printer, but even that fails of its purpose, for when the matter is all up in type there are usually many columns more than can be accommodated in the various editions and the editor is called upon to make a swift decision as to what shall go and what shall be left out.

The Work of the Night Editor.

The making of successive editions greatly increases the work in all the mechanical departments of the great city dailies. In the infancy and growing period of American city journalism, the making of a daily paper was a simple affair. No special training was required for those engaged in its preparation. Given a few competent printers and a press which would print a few thousand copies of a four-page sheet in four or five hours and any man capable of writing a swinging editorial and putting together such scraps of information as came to hand could easily turn the trick. The production of a modern daily is something entirely different. There is nothing more complex than the highly organized machinery of a great daily journal. Every part must work in perfect harmony to produce results. The possibility of accident is never considered. Every day takes care of itself. Prevision of the highest order cannot prepare for the morrow. In every other occupation those in charge can foresee what they will be called upon to perform during the ensuing twenty-four hours, but the editor cannot tell what the day may bring forth. It may promise no more than a humdrum experience requiring the exercise of nothing else than ordinary diligence, and may end in the application of high-pressure energy helped out by ingenuity and the eager co-operation of everyone in the establishment. But whether the day is dull or crowded with excitement, everything must go like clockwork, otherwise the paper would not be out on time for the toiler to read on the way to his daily occupation, or the people of leisure to peruse at their breakfast tables.

Complex Machinery of a Great Daily

Few people outside the profession have any comprehension of the enormous toil and the great number of persons required to produce the paper which they read with such comfort and satisfaction in the morning. The comparatively insignificant price at which it is sold has a tendency to cause those who enjoy the benefits of the marvelous cheapness of newspaper intelligence to underrate the efforts that must be put forth to enable publishers to make a daily presentation of the news of the world. Many will be surprised when told that thousands of active minds and willing hands cooperate to produce that which the reader of the daily paper accepts as a matter of course. Not long since the attaches of The Chronicle signalized

Working Force of a Big Daily

an occasion by presenting M. H. de Young with a handsomely gotten up album containing the photograph of every employe of the paper whose duties were performed within the precincts of the Chronicle building. The portraits numbered exactly 258, made up as follows: Editorial staff, ninety-four; business office and circulation and advertising departments, fifty-four; compositors and linotype operators, sixty-three; photo engraving department, six; stereotypers and pressmen, twenty-nine; engineers, electricians, etc., twelve. In addition to this force, the paper maintains telegraphic correspondents in every place of importance on the Pacific Coast and representatives in all the news gathering centers of the East and the world.

The Effort to Get the Facts

How this large number is employed it would take a sizable volume to tell. There are some in the editorial department whose productions occupy much space, and others who work just as energetically whose efforts hardly show up at all. There is an impression outside of newspaper offices that modern journalism exhibits recklessness of statement, but if the average man or woman would display a tithe of the energy exerted by newspapers to get at the exact facts this would be a more truthful world than it is. A large part of the work of the local staff of a great city journal is the ascertainment of the truth or falsity of stories circulated by individuals. If the men whose business it is to write had nothing to do but to fill space the force of such a paper as The Chronicle could easily provide matter for thrice as many pages as are daily printed. But, odd as it may seem to the outsider, reporters are not selected because they can express themselves with facility. That is a qualification eminently desirable, but it is not rated near so highly as the ability to get at the bottom of things. The two qualities are combined in the most successful reporter, but the city editor who understands what the public desires considers the man who after carefully investigating a rumor reports that it has no foundation more favorably than he does the one who thinks he can perform the feat which was once thought impossible of making bricks without straw.

The Status of Reporting

In the preceding chapters attempts were made to determine the status of reporting, and some evidence was presented which pointed to a continued improvement in every branch of the art. The esteem in which the work of certain reporters of earlier days is held by oldtimers is no trustworthy basis for comparison. Not infrequently the claim is put forward that the haste of turning out a modern paper militates against the production of good reportorial work, but the files do not bear out the assumption, and the fact that the local rooms of the big city dailies have proved the halfway house or the preparatory school for many who have found their way into the higher walks of literature abundantly supports the assertion that the modern newspaper, taken as a whole, is very well written. Recognition of the good work of the present does not constitute a disparagement of the past; it merely tends to discourage a sort of criticism destitute of value because it ignores the conditions responsible for slips, and shuts its eyes to the merit of performances which would be impossible to most of the fault finders who pick the flaws and pass over the good things.

If there was a greater disposition to hunt for the latter the critics would find abundant opportunity to frame their criticism in appreciative terms.

THANKSGIVING DAY AT THE RELIEF HOME AND THE CHILDREN'S HOSPITAL

The custom of entertaining the children was inaugurated by Charles de Young and has been kept up since his death by his father, M. H. de Young.

The Memorial Museum

There is still plenty of "the journalism that does things," and the kind that perpetuates things that were well done. The story of the Midwinter Exposition has already been told, but the success of that achievement of M. H. de Young by no means ended with the accomplishment of the immediate object aimed at by its proponent. After the closing of the Exposition, Mr. de Young, who always had a fad for collecting curiosities and antiquities, succeeded in getting the consent of the Park Commissioners to leave the Art Building in the Park and permit him to create a museum. This museum was named the Golden Gate Park Memorial Museum to recall the Midwinter Exposition. During the past twenty years, M. H. de Young has devoted all his spare time during his travels throughout Europe and the Orient in purchasing curiosities, armor and other valuable exhibits, in the beginning using the fund left after the closing of the Exposition and subsequently using his own money. At least eight-tenths of the articles at present in the museum, of which there are over 250,000, have been acquired through the efforts of Mr. de Young. Mr. de Young has maintained a lively interest in the Museum since 1894, and has ceaselessly worked to promote its growth. It has since become the most popular public institution in San Francisco and has outgrown its original home. An enumeration of the treasures in the various departments discloses that it has long since passed the nucleus stage, and is now a full-fledged museum, inviting contributions and recognition.

Growth of a Valuable Collection

At this writing the pioneer room has a collection of 50,000 articles connected with and illustrating the early history of the State. In the mission room there are over a hundred articles, all relics of the California missions. In the department devoted to ceramics there are 8000 pieces, including royal Meissen Dresden, Majolica, etc. The chief feature of this room is a cloisonne vase valued at $8000, presented by M. H. de Young. In the room devoted to numismatics there are 2000 coins, many of them ancient and rare. There are 2000 pieces of jewelry, including jades, watches, miniatures, etc., some of them very valuable because of their rarity. In the Napoleonic room there are more than one hundred articles, among them a throne chair and the field glasses of the Emperor. There is a Dutch room containing fifty or more articles of typical Dutch furnishings of various periods. One of the most interesting departments is that illustrating the Colonial period of the United States, and there is an Egyptian room, containing over 500 reminders of that ancient civilization. The North American room contains 4000 articles; there are fully 600 ecclesiastical exhibits, such as Bibles, vestments, etc.; a tapestry collection embracing more than a thousand pieces of French, Spanish, Italian and German workmanship, and, in the Oriental department, there are 3000 objects. There is a natural history department, containing fully 40,000 articles pertaining to every branch of this science. The value of these collections is attested by the great interest exhibited by visitors and by the fact that the library pertaining to California history, which already numbers 7000 volumes, and the exhibits are closely studied by an increasing number of students. The increasing popularity of the Museum is a tribute to the sagacity of its practical founder, M. H. de Young, and is as much a memorial of "the journalism that does things" as the success of the Midwinter Exposition, which it commemorates.

Brightening the Lives of the Unfortunate

The journalism that does things was given a practical illustration by Charles de Young, the son of M. H., after his assumption of the duties of business manager. It consisted in a sympathetic recognition of the fact that the duty of society does not end with providing homes for unfortunates. Several weeks prior to Thanksgiving day in November, 1911, Mr. de Young conceived the idea of brightening the cheerless lives of the sick and crippled little ones confined in the Children's Hospital, and that of the aged inmates of the Relief Home. With his accustomed earnestness and energy, he organized an entertainment which appealed greatly to those for whom it was contrived. A troop of soldiers, the Nationals, the oldest military organization in the State, in their bright zouave uniforms, and performers from the various vaudeville establishments of the city, were taken early in the morning, in sightseeing automobiles, to the hospital and the home. The soldiers were put through their evolutions and the performers did their best stunts and there was plenty of music to enliven the affair. The unwonted treat was so greatly appreciated by those for whom it was designed that it was repeated in the ensuing year, and since the death of Charles de Young the custom has been perpetuated by The Chronicle to honor his memory.

The Christmas Ship of The Chronicle

The most recent of the activities of The Chronicle was that which resulted in the collection of fully a quarter of a million of toys, articles of wearing apparel, etc., in San Francisco and the surrounding country, for the little ones in the warring countries of Europe. The conception of the happy idea of sending a shipload of Christmas gifts to the region in which the conflict was raging met with an instant sympathetic and zealous response. The announcement was made by The Chronicle on the morning of September 26, 1914, that a ship laden with things that would give joy to the sorrowing youngsters whose fathers were at the front or who had already suffered the soldier's cruel fate, would be dispatched to Europe. The promptitude with which the readers of The Chronicle responded to the call surprised even those familiar with the readiness of San Franciscans to put their hands in their pockets when an appeal is made for children. Before the ink was dry on the paper in which the announcement was made gifts began to pour into the office. Little children brought toys and the grown ups contributed money with which to buy articles of wearing apparel, and many brought things in their own hands.

Gifts for the Children of Belligerents

The contributions poured in so freely that a depot for their reception and storage had to be provided, and M. H. de Young placed at the disposal of the committee which he caused to be organized, a large store in the Chronicle building. Here a corps of volunteers consisting of well-known society ladies, assisted by employes of The Chronicle, received and arranged the gifts for shipment by the United States collier Jason, which was tendered by the Secretary of the Navy, to transport the contributions to Europe. During the month devoted to the collection of gifts it is estimated that over a quarter of a million articles were brought or sent to the depot, and, when the Christmas Ship campaign came to a close on October 25th, there were 450 big packing cases, filled to the bursting point, ready for shipment. The Southern Pacific Railroad undertook the transportation of

THE MIDWINTER EXPOSITION MEMORIAL MUSEUM IN GOLDEN GATE PARK

the gifts to the East. The procession of the eleven big trucks from the Chronicle office to the freight station on Berry street was viewed by thousands of people. But the generosity of contributors did not cease with this consignment. Gifts continued to come to the office, and a day later fifty-four more cases were sent after the original lot. The Jason carried them safely over the water to Europe, and their distribution in the countries to which they were consigned drew forth expressions of gratitude and appreciation from highest to lowest.

Loan Sharks and Their Victims

The press sometimes succeeds in remedying evils of long standing, and which have occupied a large share of public attention, with a rapidity which surprises those who have labored to mitigate them. In all cities there is a class of improvidents and unfortunates whose carelessness or necessities drive them into the toils of what are familiarly called "loan sharks." San Francisco had its share of the latter, and, if the records of the courts can be depended upon, they are a particularly voracious breed. In the early part of the year 1912 The Chronicle inaugurated a crusade against these creatures, which had for its outcome the establishment in San Francisco of a "Remedial Loan Association." On February 20, 1912, the Welfare Committee of the Board of Supervisors was waited upon by a number of prominent citizens, who proposed a plan for the abatement of the evil, which was subsequently adopted. On the 24th of March articles of incorporation and a constitution for the San Francisco Remedial Loan Association were drawn up and favorably acted upon by a committee which met in the Chamber of Commerce. It provided for the creation of a board of fifteen directors, and authorized the making of small loans on chattel mortgages. On December 6th of the same year the new institution opened its doors, and in the course of the first month's business the association loaned $43,601 to 1295. Thus there was accomplished in less than a year, through the agency of The Chronicle, an object which earnest men and women had been aiming to achieve for more than a decade. The Remedial Loan Association is now a fixture, and the community is satisfied that it is doing excellent work and making it more and more difficult for rapacious money lenders to extort money from needy persons who may be frightened into paying extortionate rates for small accommodations.

The Growth of The Chronicle

The "journalism that does things," while commanding popular applause, and often entailing the expenditure of a great deal of thought and energy, is after all only the spectacular side of newspapering. The greatest accomplishment of journalism is the ability displayed by those directing the affairs of great journals to constantly enlarge their spheres of usefulness, and to increase the interest of their patrons. The hallmark of successful journalism is innovation and improvement. In the retrospect each year must present an improvement over that of the preceding year. That has conspicuously been the case with The Chronicle since its foundation fifty years ago by the brothers, Charles and M. H. de Young. The survivor of the two is able to look back half a century and see in the files of The Chronicle the result of his care and arduous labors. The fact that there was no slip back during the interval is eloquently testified by the evidences of constant growth. The product of his paper was good fifty years ago; it was better ten years later. Every decade has added to its attractiveness and value.

Improvement has been made when improvement no longer seemed possible, and that is likely to be the future record of the paper.

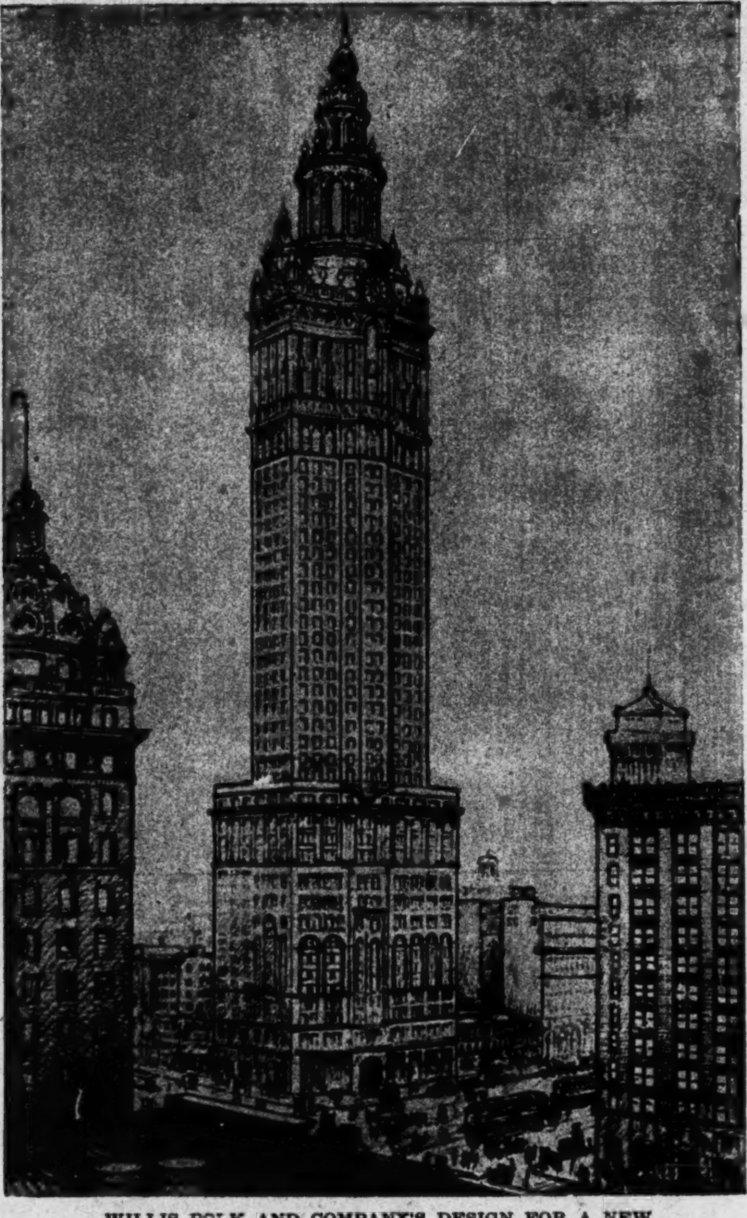
Pan-American and Japanese Editions

In no way can the vast strides of journalism in California, or, for that matter, the whole United States, be more accurately measured than by a comparison of the special papers issued by a great publication. Special publications may be regarded as the milestones in the development of journalism. They clearly mark its progress. During recent years there have not been many noteworthy changes in the regular daily issues; the number of pages printed is about the same as when the introduction of the perfecting press caused a reduction in size and an increase in the number, but enterprise has been exhibited in the field which The Chronicle entered when the brothers de Young were still working together. Their example has been followed by many papers and exhaustive accounts of noteworthy occurrences are no longer uncommon. Big annuals are printed by the leading journals of the great American cities, and none now neglects to signalize great happenings by exhaustive accounts which deal with the subject treated from every possible angle calculated to interest or inform the reader. But it remained for The Chronicle to introduce still another innovation, namely the issuance of editions dealing with the commercial development of nations having intimate relations with the United States. On October 22, 1911, The Chronicle published an edition of 104 pages, fifty-two of which were devoted to describing the industrial advancement of the Japanese people. A representative of the paper was sent to that country and as a result of his visit every conceivable phase of the commercial development of Japan was fully dealt with. In like manner, on October 28, 1913, a Pan-American edition was published, seventy pages of which dealt with the countries of Central and South America. It was the most exhaustive presentation of trade conditions in Latin American, and the possibility of developing more intimate relations, ever printed in an American paper.

Big Editions Milestones of Progress

These great editions tell the story of newspaper development with almost scientific precision. The daily presentation of the news is a matter of effective organization which permits the prompt recording of happenings. If the latter are important they are interesting to the reader, but the most absorbing details of an occurrence of an unpremeditated sort, unless possessed of extraordinary features, part with their interest very rapidly and prevent comparison, excepting on a basis of length or mode of arrangement. But the special edition never loses its interest. It has the qualities which have caused such writings as Froissart's Chronicles, or Motley's description of a Dutch pageant to retain their freshness for successive generations of readers. That is due to the fact that they are conscious efforts to realize what is called the most important function of a newspaper; to faithfully mirror the times in which it is printed. The elaborate account of the reception to Grant in 1879, on his return from his world tour, and the extended description of the Portola festivities in October, 1909, have a historical value, as do also the Rehabilitation issue of May 3, 1908, printed to show the degree of recovery since the disaster of two years earlier, and the big edition of May 7th, eleven pages of which were devoted to the reception of San Francisco to the United States squadron of battleships on the occasion of its voyage around the world.

TRUCKS LOADED WITH CONTRIBUTIONS OF CLOTHING, TOYS, ETC., COLLECTED BY THE SAN FRANCISCO CHRONICLE FOR THE WOMEN AND CHILDREN OF THE WARRING NATIONS OF EUROPE



WILLIS POLK AND COMPANY'S DESIGN FOR A NEW CHRONICLE BUILDING

Another Chronicle Skyscraper

There are still other indices of journalistic progress. In earlier chapters mention has been made of the fact that the de Young brothers constructed the first building in San Francisco wholly devoted to newspaper purposes in 1879, and that M. H. de Young made the bold move of erecting the first skyscraper in this city in 1890, and now it remains to round out the narrative by a reference to the ambitious design of the gifted architect, Willis Polk, who has drawn plans for a Chronicle building to be erected on the site of the present structure on the corner of Market, Geary and Kearny streets, which will exceed in loftiness the tallest building in the city. It is proposed to erect in the place of the existing Chronicle edifice, whose height on the Market-street side is eleven stories, a structure which will contain thirty-seven habitable stories. This is to be accomplished without interfering with the service of the present building by a well thought-out sectional mode of construction, which would permit the removal of occupants from one part to another as rapidly as each section was completed. The plans of Polk provide for a concrete, fire-proofed, class A building of structural steel, with exterior walls of stone and brick and floors of reinforced concrete and steel. The corridor walls are to be of marble wainscot and the floors of encaustic tiling and the interior woodwork of oak, the cost of the structure to exceed eleven hundred thousand dollars. The construction of this monumental edifice will not be the "last word in California journalism," but it will fittingly indicate to the world that it is marching onward, and that M. H. de Young is determined to keep in the van by being to the fore in civic improvement and placing his great journal in the lead.

CHAPTER XXIII

THE CHRONICLE'S GOLDEN JUBILEE AND EXPOSITION EDITION.

A Publication That Stimulated Interest in the P. P. I. E.—Ninety-two Pages of Reading Matter and Illustrations—Advertising Record Breaker—Auspicious Opening of San Francisco's Great Show—Critics Declare That It Has Surpassed All Previous Expositions—Record Breaking Attendance of the First Months—An Ancient Question Up for Decision—The Attempt to Unload Spring Valley on the City—A Contest in Which The Chronicle Stood Alone and Won Out.

THE preceding chapters appeared in a special edition of the San Francisco Chronicle published on the 16th of January, 1915. Certain references have probably indicated to the reader that the publication of the sketch of journalism had for its object the celebration of an event which was regarded with great interest by the newspaper fraternity of the United States; but it remained to be related in this concluding chapter how it was received, and to describe at some length the features of the San Francisco Chronicle's Exposition and Golden Jubilee Edition.

That it merits attention in a sketch of California journalism will be conceded when it is stated that the appearance of the jubilee edition was greeted with eulogistic comments by contemporaries throughout the entire Union. The tone of these told the story of a clear recognition by editors that a great journalistic feat had been accomplished, and that The Chronicle had added another to its long list of striking achievements of the sort characterized by the phrase: "The journalism that does things."

The tributes to the publication were exceeded in warmth only by the congratulations extended to M. H. de Young, whose fiftieth year of continuous ownership and conduct of The Chronicle the Jubilee Edition celebrated. The foremost publishers and editors of the land literally showered good wishes and compliments upon him, and commented on the unique position he occupies in American journalism. In successive editions of The Chronicle after January 16th pages of these congratulatory letters were printed to testify the recipient's appreciation and to substantiate the assumption of the writer of this sketch that the leading journalists of America recognized in the San Francisco Chronicle an exponent of "the journalism that does things."

Lavish Praise Bestowed

The Jubilee Edition consisted of ninety-two pages. Its principal feature

PANORAMIC VIEW OF PANAMA-PACIFIC INTERNATIONAL EXPOSITION AND DIRECTORS

Key to portraits: (1) Leon Sloss, vice-president; (2) I. W. Hellman Jr., vice-president; (3) R. B. Hale, vice-president; (4) Charles C. Moore, president; (5) W. H. Crocker, vice-president; (6) M. H. de Young, vice-president; (7) James Rolph Jr., vice-president; (8) Captain John Barneson; (9) John A. Britton; (10) George T. Cameron; (11) R. A. Crothers; (12) Henry T. Scott; (13) A. W. Foster; (14) Curtis H. Lindley; (15) James McNab; (16) Rudolph J. Taussig, secretary; (17) M. J. Brandenstein; (18) Frank L. Brown; (19) P. T. Clay; (20) Alfred I. Esberg; (21) Henry F. Fortmann; (22) Homer S. King; (23) A. W. Scott Jr.; (24) Charles S. Stanton; (25) C. S. Fee; (26) Joseph S. Tobin; (27) Dent H. Robert; (28) Thornwell Mullally; (29) P. H. McCarthy.

was the sketch of "Journalism in California," here reproduced. It occupied twenty-two pages, or 176 columns, making it, perhaps, the longest article ever printed in a single issue of a daily paper. In addition to this there were presented twelve pages devoted to describing the scope of the Panama-Pacific International Exposition, which was on the eve of being opened to the public. It was by all odds the most comprehensive account of the preparations for the great event published up to that time and was accompanied by numerous half-tones, among them a double-page birdseye view of the palaces and other completed buildings. It shared with the history of journalism the lavish praise bestowed upon the edition.

A Formidable Show of Advertisements

The editors who reviewed the contents of the Jubilee Edition of The Chronicle were not slow to remark that the issue in itself constituted a milestone on San Francisco's road of progress. One writer called attention to the significance of the fact that there were 335 columns of advertisements. "It would have been marvelous," he said, "even if the onward march had been uninterrupted, that a city whose years numbered scarcely sixty-five should be able to furnish the support so great a quantity of advertising in a single issue implies, but when it is borne in mind that less than nine years ago The Chronicle was compelled to reorganize and grow over again, words fail adequately to describe the astounding accomplishment."

This sized up the situation exactly, and it is not surprising that the thousand or more editors who critically examined the Jubilee Edition were able to form a juster estimate of the thoroughness of San Francisco's rehabilitation than they could have done from the perusal of pages of statistics, albeit there was plenty of such information in its columns. "Boosters" do not lack the ability to frame alluring stories, but ninety-two page editions containing 335 columns of advertising tell a tale that the most critical examination by an advocate of blue sky legislation could not discredit.

The Mists of Doubt Cleared Away

There can hardly be two opinions concerning the judgment passed on that part of the Jubilee Edition devoted to showing the state of completeness of the exposition. There had been much misinformation disseminated by Eastern newspapers calculated to convey the impression that circumstances created by the war would make it necessary to defer the opening of the fair, perhaps compel its indefinite postponement. Contradictions seemed powerless to correct the error, perhaps because the few words in which they were couched failed to attract public attention. But when The Chronicle hurled its broadside of facts, which it took pains to get into the hands of every influential editor on the other side of the Rocky mountains, doubts on the subject vanished like mist before a summer morning's sun.

The Jubilee Edition was published on the 16th of January, and long before the opening day of the exposition, which occurred on the 20th of February, there were few places throughout the length and breadth of the land that had not been made aware of the stage of readiness attained. Birdseye views, pictures of State buildings and those of foreign countries furnished evidence from which there was no escape. There was no more incredulity. It was exchanged for wondering expressions that San Francisco, in spite of all that had happened, was courageously moving ahead, and was to afford to the world the spectacle of showing the progress made in the arts of peace while the greatest conflict of all times was raging in Europe.

The Exposition Opened on Time

The opening took place on the day planned, and the promise of those who projected the great enterprise and devoted years of strenuous labor to perfecting the design of making the Panama-Pacific International Exposition surpass all preceding affairs of the kind was realized. The palaces devoted to exhibits were completed and the installation was so far advanced that the gaps made by the failure of several foreign nations to get their displays into place were scarcely noticed. The ceremonies attending the opening were less formal in their character than those witnessed at previous international expositions in this country. Instead of a military parade it was suggested that an invasion of the grounds by citizens en masse would be more impressive. No serious attempt was made to organize the throngs that passed through the many gates into the grounds, but the multitude marching along Van Ness avenue comported itself with as much orderliness as if drilled by captains, and presented a spectacle as amazing as it was unique.

A Quarter of a Million Attendance

Nearly a quarter of a million people passed through the turnstiles on that eventful 20th day of February, the exact number recorded being 245,143. This vast multitude must have shared the view later expressed by the eminent art critic, Royal Cortissoz of New York, in the Tribune of that city, that "the most interesting work of art at the fair is the fair itself." It is a fact worth putting down in black and white that comparatively few on that opening day penetrated to the interior of the exhibit palaces. They were content to feast their eyes on what Mr. Cortissoz characterized "the realization of the poet's vision," "a dream come true." They felt what he so well expressed that it was "exquisite, the quintessence of all things exquisite."

Admiration equally enthusiastic was felt and expressed by other distinguished visitors, perhaps in a more prosaic but none the less convincing fashion. The Secretary of Interior, Franklin K. Lane, deputed by the President to represent the Nation at the opening function, the chief executive feeling that he could not desert his post at Washington, owing to the constant demands upon his attention created by the European war, voiced his amazement in a brief but eloquent speech which was telegraphed all over the world, and was accepted as a deserved tribute to the greatest achievement of modern times.

Started With a Radio Flash

There were many who had feared that the great conflict raging on the other side of the Atlantic would compel the postponement of the exposition, but when the President touched the button in his cabinet which sent the radio flash that started up the machinery of the fair, they revised their earlier opinion, and freely gave utterance to the belief that the perseverance in the project would cause it to be distinguished from all similar undertakings. It would focus the attention of mankind upon the fact that, while the nations of the old world were engaged in the bloody work of trying to extinguish each other, Americans were occupied in an admirable effort to show the progress achieved by mankind in the arts of peace.

During the first three days of the exposition 440,644 persons passed through the turnstiles. It had been supposed that the remoteness of San Francisco from the great centers of population would militate against a large patronage. It was said, when San Francisco urged upon Congress the propriety of according to the city which had been foremost in promoting interest in the construction of the Panama canal the honor of celebrating the completion of the greatest enterprise of modern times, that the Pacific Coast was too far away from the heart of the country to make the affair a success.

San Francisco Not off the Map

Doubtless those who urged this objection were convinced of the soundness of the assumption, but they underrated the spirit of the community which had in the short space of nine years completely recovered from the terrible disaster which had wiped out the efforts of more than a half century of energetic city building. Long before the opening of the Panama-Pacific International Exposition the rehabilitation had been the subject of wondering comment throughout the world, but it needed the accomplishment which has extorted universal tributes to crystallize the freely expressed opinion that the twentieth century had witnessed no greater achievement than that of the metropolis of the Pacific Coast, which had succeeded in surpassing all previous attempts to illustrate the progress of mankind.

Whether the expectations created by the astonishing record of the first two months of the exposition are realized or not does not much matter. There is every reason for believing that the figures of attendance at the Columbian and the Louisiana Purchase Expositions will not greatly exceed those of the Panama-Pacific International Exposition, if at all. At the date of this writing, May 9th, 4,370,897 admissions had been recorded, and the tide of travel toward San Francisco was just beginning to rise. There is, therefore, some warrant for the assurance felt that the exposition of 1915 will not suffer by comparison on this score, and that it will have proved more than what the French speak of as a success d'estime, which it is already conceded to be by competent and unbiased critics who unhesitatingly declare that in comprehensiveness and attractiveness it has never been surpassed.

Work of the Newspapers

That the newspapers of San Francisco may justly claim that a large part of this success was due to their untiring efforts to stimulate interest in the great enterprise is recognized on every hand. The people, however, have become so accustomed to witnessing the performance of this duty they have almost ceased to recognize the service performed and accept it as a matter of course, only pausing to express surprise when the boost note is occasionally interrupted by a deserved bit of criticism. It is too early to tell the story of the exposition. That will be done later by many writers, some of whom may see the propriety of according to the press full credit for the share taken by it in the promotion of the great undertaking.

To round out this sketch of journalism in California another verification of the saying that history repeats itself may be cited. In an earlier chapter the story of the winning of the fight for the adoption of the Constitution of 1879 by The Chronicle was told at some length. Its most pronounced journalistic feature was the prominence it gave to the fact that the only newspaper advocating its adoption was The Chronicle. This feat of winning out against the combination of many interests was nearly paralleled in the contest over the proposal of the Spring Valley Water Company to sell a part of its property to San Francisco for the sum of $34,500,000.

Another Water Supply Campaign

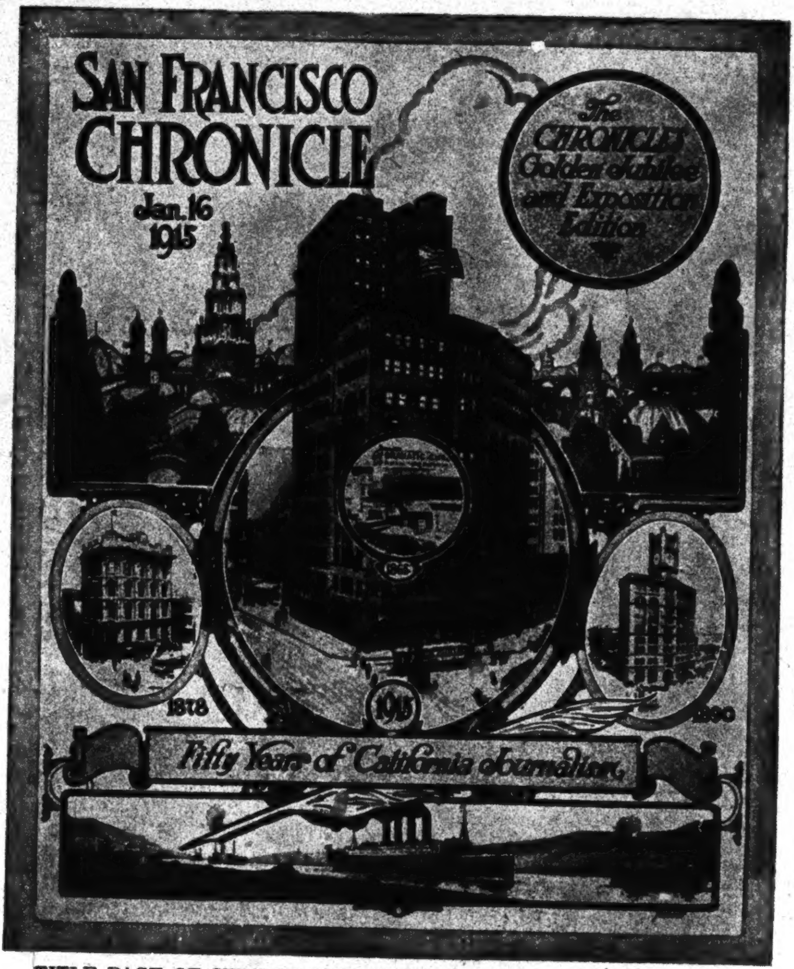
The question of the acquisition of a water supply by the municipality had been under discussion for many years, and the public mind had become greatly confused over the subject. Upon one point there was something approaching unanimity of sentiment. At an election held to secure the necessary authority to issue bonds for the purpose of introducing water from the Hetch-Hetchy valley to the city, the people voted nearly twenty to one in favor of the project. At this election there was little evidence that the voters had in mind acquiring any supply other than that which could be derived from the Sierra. Had there been a suggestion that the $45,000,000 asked for was to be supplemented by a demand for an additional $35,000,000, it would have been flouted.

There was no mistaking the attitude of the community at that time. It found plain expression in denunciation of the course of the corporation and in the emphatic demand for pure mountain water. Subsequently Spring Valley by clever manipulation succeeded in placing obstacles in the way of the speedy introduction of Sierra water, and actually managed to create the impression that the only mode of settling the water question was to buy the reservoirs and other property of the peninsula system. There were some who believed that it would be desirable to acquire the Spring Valley system, but the most of those who lent support to the proposition submitted in 1910 to buy it at a cost of $35,000,000 frankly admitted that they did so because they were convinced that the Spring Valley corporation was a sort of "old man of the sea," and that if permitted to continue in existence the growth of the city would be retarded.

The Chronicle Wins a Big Victory

At the election when the $35,000,000 proposition was submitted, all the property of the Spring Valley was included. The proposal came near receiving the requisite two-thirds vote, and would probably have done so had not the then Mayor, McCarthy, opposed the purchase on the ground that the price was excessive. He undoubtedly influenced enough voters to defeat the proposal. It does not appear that there was any effort made to secure a reduction of the price demanded by Spring Valley. After some agitation condemnation proceedings were begun by the city, but they were not pushed, and the community toward the close of 1914 was treated to a genuine surprise by the administration in power, which announced that it looked with favor on an offer of Spring Valley to sell part of its property for $34,500,000 and half of a large sum of impounded excess rates which the courts had decided should be restored to consumers from whom they had been illegally exacted.

The Chronicle vigorously opposed the proposal, pointing out that the offer of Spring Valley was a virtual increase of from ten to fifteen million dollars over the amount rejected at the preceding election. It demonstrated statistically and otherwise that the withdrawn lands were worth several million dollars and that the company proposed to hold out much land which would be needed if its stored waters were to be saved from pollution. Every paper in San Francisco but The Chronicle advocated the purchase, but it failed of acceptance by nearly 8000 votes.



SAN FRANCISCO CHRONICLE

Jan. 16
1915

The CHRONICLE'S Golden Jubilee and Exposition Edition

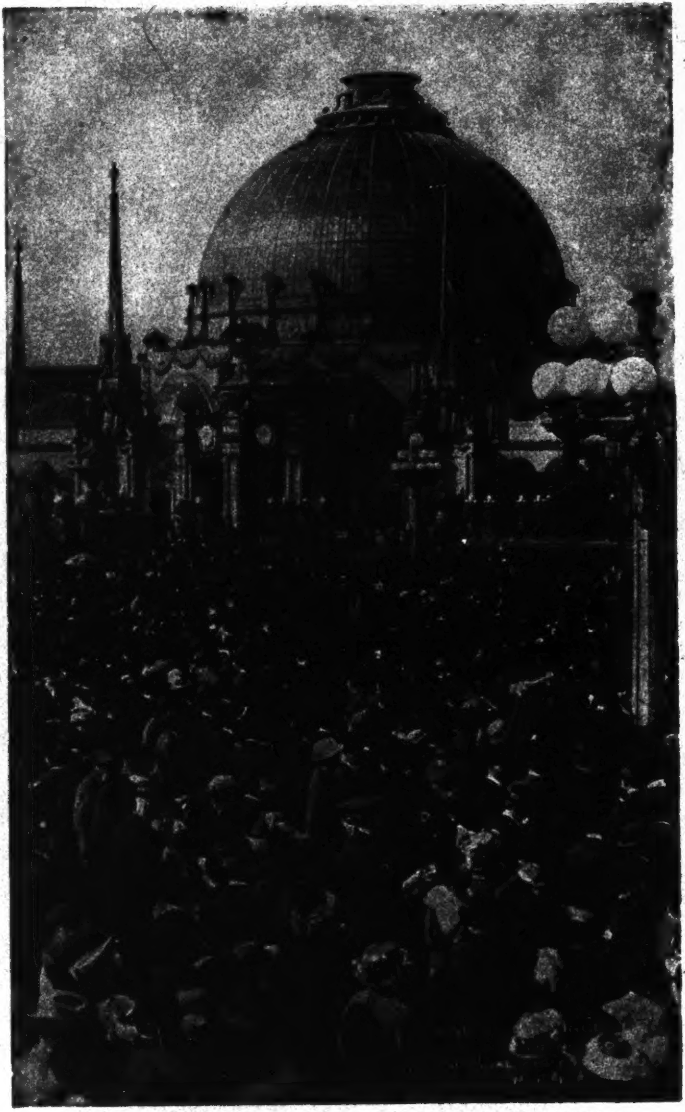
1878

1915

1890

Fifty Years of California Journalism

TITLE PAGE OF JUBILEE EDITION OF SAN FRANCISCO CHRONICLE, PUBLISHED JANUARY 16, 1915



SCENE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION ON THE OPENING DAY

It is probable that the question will be definitely settled before this sketch of journalism in California ceases to interest San Franciscans, but it may be confidently predicted that better arguments will have to be supplied than were offered on May 20, 1915, before the people of San Francisco will be induced to abandon the idea of bringing water from the Sierra to the city.

The End

Memoirs
of
George Hamlin Fitch

GEORGE HAMLIN FITCH

HIS MEMOIRS OF THIRTY-FIVE YEARS ON THE CHRONICLE

THIRTY-FIVE years of continuous service on one newspaper is a rather remarkable record in this country, where change is the rule, not the exception. Yet my long service on The Chronicle is exceeded by that of several men, still in harness, among whom may be named John P. Young, the managing editor; Edward J. Andersen, the librarian; Henry F. Blote, collector, and W. F. Cameron, traveling advertising solicitor. All these men were on The Chronicle when I joined it in the winter of 1879-80.

It is a distinction of The Chronicle, shared by very few newspapers in this country, that it has kept men as heads of departments for long terms of service.

FREE FROM OFFICE POLITICS

The Chronicle office has been, in the main, free from what is known as politics—that is, if a man was competent and attended to his work, he felt assured that his situation was safe. In too many American newspaper offices the caprice of the proprietor makes employment very uncertain. No one can tell what a day may bring forth. On one New York newspaper the proprietor, who is largely an absentee, has been known to jump an obscure reporter to the important post of managing editor and to install a correspondent in a small suburban town as city editor. Of course, in such an office, there is no loyalty to the paper, and no feeling of safety.

In other offices the proprietor has favorites who are permitted a free hand, and no one who does not kowtow to these favorites is permitted to remain on the staff. In such offices rivals for the favor of the chief always have a knife ready for each other. They spend much of the energy which should be devoted to their work in protecting themselves from attack and in planning means of removing dangerous rivals.

STARTING OF THE CHRONICLE

It was not my fortune to see the founding of The Chronicle by Charles and M. H. de Young in 1865. My boyhood was spent in San Francisco, but in the same year that The Chronicle was started my parents removed to the East. For fourteen years my life was spent in New York State and South Carolina, in preparatory schools, on a Southern plantation and in Cornell University. During all these years friends in this city frequently sent me copies of The Chronicle, so that I was familiar with its remarkable success. Finally in June, 1879, I came back to San Francisco, intending to spend a few months with my parents and then return to the New York Tribune, where I had been three years.

MY FIRST WORK ON THE CHRONICLE

The fact that a substitute at the telegraph news desk proved incompetent gave me a chance to work several weeks on The Chronicle. Then when the regular editor returned I tried to do work in the local department, but the city editor, evidently fearing that I might prove to be a rival, refused to print any of my contributions. He was exceedingly polite and was always desolated, as the French say, that there was no space for my articles, but I soon saw that it was hopeless to attempt to do any work under him.

When fall came and I was preparing to return to New York, my parents urged me to stay in San Francisco, and suggested that I try to get a place on The Chronicle. As the telegraph editor, Horace R. Hudson, was about to go to Sacramento to serve as Legislative correspondent, I was offered his place, and in addition was given the work of book reviewer, which then was not strenuous, as The Chronicle printed only about two columns of reviews every Sunday.

WORK OF THE DE YOUNG BROTHERS

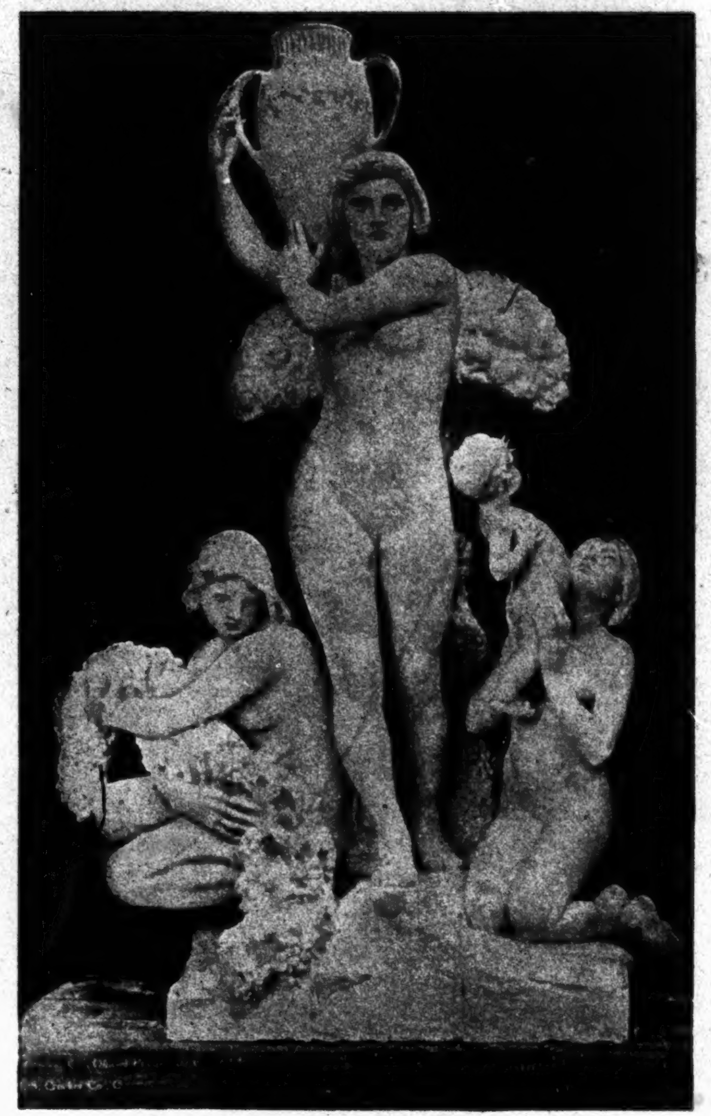
Thus it came about that I was brought into daily contact with the two proprietors of The Chronicle and witnessed some of the stirring history of those early years. Looking then at the youthful face of Charles de Young, it seemed scarcely credible that he had been engaged for fourteen years in the work of issuing a daily newspaper, with no help save that of his brother, M. H. de Young, who managed the business department.

The history of American journalism has no parallel for the founding and the growth of the San Francisco Chronicle. Most of the large newspapers of this country were founded by men who had conspicuous financial or political backing; but here was a paper started by two boys, 17 and 19 years of age, practically self-educated, and carried on from week to week with no assurance that it would live beyond any week.

AGAINST THE FIERCEST COMPETITION

No assistance was ever given The Chronicle by any big corporation or political body. The two brothers fought their way up against the fiercest competition. The old, well-established newspapers seemed to feel it as a personal grievance that this young, aggressive journal should have the hardihood to rush into the field and to beat them at their own game. Started as the Dramatic Chronicle for free distribution in the various theaters, the paper in three years won such success that it became a regular daily newspaper, independent in politics and in all other things.

The success of The Chronicle was largely due to the fact that both proprietors were practical printers, knew all about the newspaper game, and had the instinctive news sense without which no great success in journalism was ever won. They also possessed the equally valuable faculty of selecting



SCULPTURE AT THE EXPOSITION: AUTUMN,
BY FURIO PICCIRILLI

the right men to carry on the various departments of the paper. Hence it was that with a comparatively small but brilliant editorial force, The Chronicle won its way to the leadership of the San Francisco newspaper world.

Its first big news beat was in giving all the details of the great earthquake of 1868 hours before the other papers appeared on the street. In the years that followed The Chronicle was always first in the field with the news and first also to champion the cause of the common people. Its history is mainly a record of fights against old established rights by which monopolies and capitalists cheated the people who work with their hands.

BRILLIANT STAFF OF EARLY DAYS

Among the brilliant men who helped to make The Chronicle famous in those early days were William M. Laffan, who afterward became a power on the New York Sun and organized a great news bureau; Tom Newcombe; Howard F. Sutherland, one of the best city editors San Francisco ever saw, who is now known as a poet and writer of unusual charm; Ned Townsend whose "Chimmie Fadden" sketches gave him a national reputation; Sam Davis, a genuine humorist, who made the Carson Appeal known all over the country for its racy humor and its laughable "fakes;" Dan O'Connell, a writer of melodious verse and a man of singular charm of manner; Charles Warren Stoddard, the poet of the South Seas, and one of the finest writers California has produced; Frank Pixley, who afterward founded the Argonaut and made people watch for its appearance to see what he had to say of the week's events; Fred Somers, a literary genius, whose early death was a great loss to American periodical literature; Sam Seabough, the ablest of the old-time editorial writers, who abandoned the Sacramento Union when it was bought by the railroad and who continued to write sledge-hammer editorials for The Chronicle literally to the day of his death; Charles Wetmore; D. F. Verdenal, a brilliant, witty writer, who for years wrote a regular weekly letter from New York; Harry Dam, most versatile of writers, who afterward made a great hit in London journalism, and Frank Bailey Millard, who as a literary free lance has contributed for years to leading American magazines.

GENIUS OF CHARLES DE YOUNG

All these men were writers and most of them had the newspaper faculty highly developed; but abler than any of them was Charles de Young, who had picked up his newspaper training. In fact, he was a newspaper genius, with no limit to his capacity for grasping news opportunities and turning them to brilliant account. A tireless worker, he seemed to have the power of infecting others with his own enthusiasm, so that when he set about the working up of any big newspaper "story" he electrified the whole office. Every man was on his mettle, and the result was a remarkable amount of work done in record time at the highest pressure.

When I came on The Chronicle my curiosity was very strong in regard to the personal traits of Charles de Young, whose fame as a newspaper genius had reached New York. He usually came into the office late in the evening, and generally he was "loaded" with some story, unknown to the other newspapers. He was the terror of the old night editor because he began at once to rip up all the arrangements for the morning paper. He sent out half a dozen men to get further facts, and then when they came rushing in with their stories he rapidly ran through their "copy" and indicated features which should be further developed. The pages that had been carefully "made up" he cleared for his sensation, and he remained to see that the heads were well written and that everything was in shape. Only when the presses began to clang would he go home with a copy of The Chronicle damp from the press.

SPECIMEN OF HIS EFFECTIVE WORK

A few days after I joined The Chronicle Charles de Young gave a conspicuous exhibition of his genius for newspaper work. The City Architect had been harshly criticised because of some errors in his plans for what was then known as the new City Hall at McAllister and Larkin streets. Charles de Young sent to his correspondent in Chicago and had the architect's Chicago record dug up. It was found he had been dismissed because steps that he had designed for a schoolhouse did not reach to the front door. All these facts, with a diagram showing the faulty plans, were printed by The Chronicle in a broadside which filled more than a page. The architect read The Chronicle at his breakfast, came down to his office and handed in his resignation.

That was a specimen of the effective work done by Charles de Young when he once decided on a course of action.

TRAITS OF M. H. DE YOUNG

When swift and unexpected death removed Charles de Young in 1880, the control of The Chronicle was taken up by his brother, M. H. de Young, who ever since has continued to manage the newspaper. It is not often that a man combines the qualities of a great editor and an able business manager, yet M. H. de Young is one of the few men who have made a conspicuous success in both branches of journalism. Whitelaw Reid was the only other American editor who was able to manage both branches of a newspaper with rare ability. The elder Bennett, Greeley, Raymond, Bryant, Dana, Watterson, Murat Halstead and Samuel Bowles—all were great editors, but not one could have managed the business department of the journals that they made famous. It was this rare business ability, with a conservatism which never interfered with the development of the news, which gave The Chronicle such a great impetus in the early '80s. The State in those years made rapid progress, and The Chronicle kept pace with the growth and development of California.

My relations with M. H. de Young have always been pleasant and so great became my attachment to the paper that one time when offered a very large increase of salary to join the staff of another San Francisco paper, I found when I attempted to go that it was impossible. And this loyalty is shared by nearly every one who has worked years on the paper.

WORK AS NIGHT EDITOR

Much of my work in the last thirty-five years has been that of the night editor, the man who actually arranges the news in the paper and has the last word in its development. He it is who meets sudden emergencies late at night and often recasts the paper to display sensational news. The work demands prompt decision, iron nerve and great capacity to resist nervous strain. The successful night editor always has one eye on the clock, and he must have the faculty of getting the best work out of the make-up men in his charge. He must be able to "cut" a column story to a third of a column and yet not drop out any material facts, and all this must be done at top speed.

ONE OF THE CHRONICLE "BEATS"

In my career on The Chronicle the greatest news beat scored was on the occasion of the death of General Grant at Mt. McGregor on the Hudson. Grant had been kept alive for days by his doctors so that he could finish his biography, the proceeds of which he desired to leave for the support of his wife. He died at 8 o'clock in the morning, which was 5 o'clock in San Francisco. On that night I had had a feeling that the news of his death would come. So I had the three-page obituary stereotyped and ready and after finishing work at the office I strolled down to the Western Union office to have a talk with the night manager. He happened to be alone in the large operating room which, usually noisy with the click of many telegraph instruments, was now as still as death. Suddenly while we were talking there was a sharp call on the New York wire. The manager said, "That's it!" and jumped to the key. In a moment he called out, "General Grant is dead!" I seized the sheet and rushed at high speed to The Chronicle office. Instantly the news was set up, the headlines changed, and in 15 minutes The Chronicle, announcing the death, was flying from the presses. Although 25,000 papers had been "run off," these were "killed" and The Chronicle reached all its country and local subscribers with the news of Grant's death. The other papers got out extras three hours later.

The Chronicle was the only American newspaper which reached every subscriber with this important news.

THE SUNDAY BOOK PAGE

Another branch of newspaper work in which I have taken the keenest interest is book reviews. It is not often that one man unites executive work and the writing of literary criticism. But with me books have been my hobby, and writing which would have worn out another man has been my chief relaxation from strenuous executive work. In carrying on the literary page, which has become so marked a feature of the Sunday edition of The Chronicle, M. H. de Young gave me an absolutely free hand from the outset, so that the page has been conducted with perfect freedom from all advertising taint. Never in all these years has Mr. de Young ever asked me to give a poor book a good notice because it was advertised liberally. With consistent purpose I have managed this page in the interest of the reader of good books, and although many readers may have differed with me in my judgments of books, no one ever brought the charge of dishonesty or incompetence against any of the reviews. In these years hundreds of letters have come to me from men and women saying they had been helped by my suggestions in this book page. Scores of young authors, especially California writers, have told me that my reviews were the first to call attention to their work and to predict for them the success and fame which the years brought.

This literary page has come to have a distinct value in the eyes of local and Eastern publishers, and much of this success is due to the fact that M. H. de Young trusted my judgment and never interfered with my work.

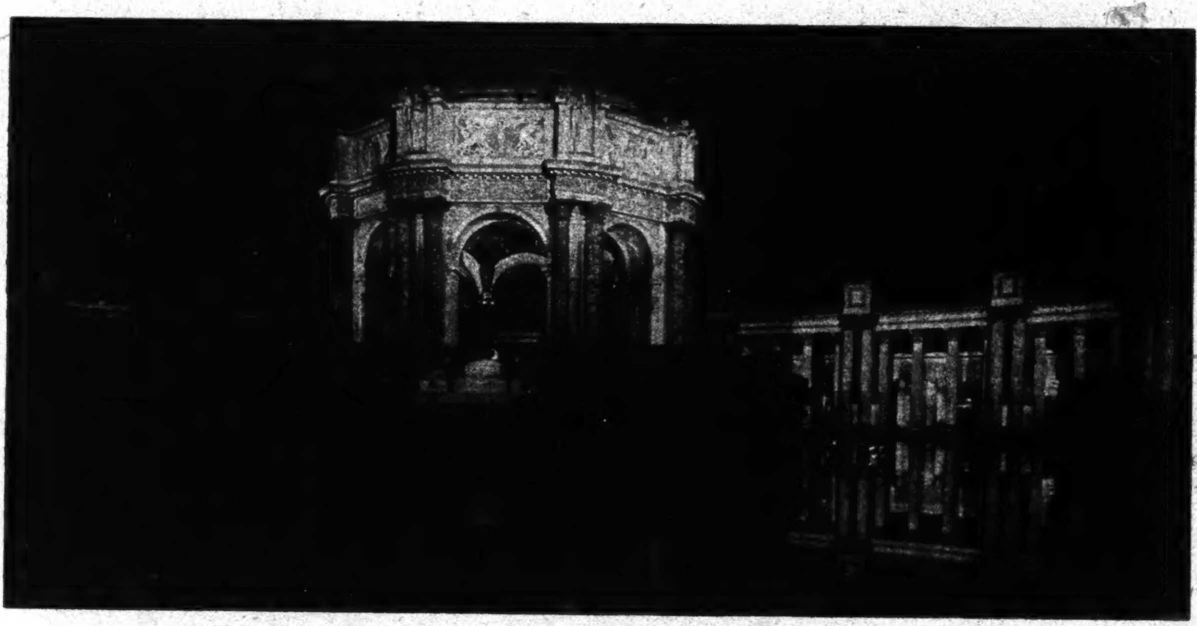
CHARLEY DE YOUNG'S INFLUENCE

All those who worked on The Chronicle during the last nine years could not fail to be influenced by young Charles de Young, who seemed to have inherited much of the newspaper genius of his dead uncle, whose name he bore. The great fire first tested the qualities of Charles de Young. Every night for over two months that The Chronicle was printed in Oakland he came down to the ferry in his auto after midnight and personally saw to the work of starting the launch across the bay. Usually he accompanied it to the foot of the pier across the bay, where the Chronicles were waiting. He saw that the bundles were all ready, and on this side he carried them up-town in his auto and personally supervised the sending out of the carriers. Many times in those weeks he sent me messages over the telephone, warmly praising the good newspaper which we had got out with so much labor and nervous strain.

Later, when The Chronicle building was rehabilitated, he became the life of the place and continued to show his keen interest in every department of the paper until stricken with the illness which cut short his active and useful life.

Singularly democratic in all his tastes, Charles de Young had the faculty of inspiring those around him with his own abounding energy and enthusiasm and had he lived he would have impressed his personality on California journalism. The saddest feature of his death was that it came just when he was reaching the fullness of his powers.

These reminiscences I have written very frankly because it seems to me that such work as this is only effective when it comes straight from the heart. Much of my life has been given to the service of The Chronicle, and although it may have lacked variety or any conspicuous success, yet in this retrospect there is the satisfaction of work done honestly and well, and of having had a share in the building up of a great American newspaper.



PALACE OF FINE ARTS, PANAMA-PACIFIC INTERNATIONAL EXPOSITION

Early Day Men

EARLY-DAY MEN

A RECORD OF SOME OF THE ACHIEVEMENTS OF THE CHRONICLE

By THOMAS E. FLYNN

PONDERING on the fact that The Chronicle has reached its fiftieth anniversary overwhelms me with a flood of recollections, and out of the glooming shadows of the past appear many once familiar faces that are seen no more in the crowded haunts of men. The thoughts of the journalistic world, concentrated chiefly on things of today and tomorrow, seldom turn to those of the long ago. Only when some extraordinary occurrence stirs the memory, does the mind of a busy newspaper man concern itself deeply with the what-has-been. Longfellow's lines, "Let the dead past bury its dead, act, act in the living present," would be an appropriate motto for the editorial rooms of every live newspaper.

On the fiftieth anniversary of The Chronicle, however, the motto would fail to check a retrospective turn of the thoughts of any journalist who was connected with the paper in its earlier struggles for recognition and success.

CEASELESS HIGH PRESSURE OF NEWSPAPER WORK

Fifty years is a long time in the life of anything human, and nothing devoid of flesh and blood is more intensely human in its interest and purposes than a great morning newspaper. Every day it must be created anew, and it dies with the sunset. The creators must forever toil like Sisyphus doomed to roll his huge rock to the summit of a hill only to see it return to the base and perpetuate his agony. For human endeavor at ceaseless high pressure is a form of agony. Call it, if you please, a labor of love, as, indeed, journalism ever continues to be to the born journalist, but the euphemism does not alter the fact that the morning newspaper which greets us with unfailing regularity, is born daily of an unremitting travail of mind and body unknown in any other form of human enterprise.

The merchant, the farmer, the manufacturer—aye, even the warring soldier—has his periods of relaxation; and when the harvest is done, or the busy commercial season is ended, or peace restored, the agriculturist and the trader and the man of battles make up in grateful relaxation the waste of nervous energy.

But the newspaper man must never sleep at the switch, lest the train of opportunity go thundering by and leave him in the lurch. In his eternal vigilance for news he must emulate the many-headed Cerberus, watchdog of the gates of Pluto, who took even his noonday naps with at least one eye wide open and fixed on business.

In the newspaper profession a man may toil for ten years to establish a good reputation, and lose it all in one night by some accidental slip, for which the rigid rules of discipline hold him responsible. Nothing is accounted so worthy of commendation on a live newspaper, and succeeds so well, as infallible success in beating the hated rival, so that the proprietor thereof may tear his hair when he compares both newspapers over his morning coffee, and, if of unchristian tendencies, load the atmosphere with language not set forth in his family Bible. Occasional success does not succeed in journalism. It must be continuous.

A SUM IN MULTIPLICATION

When you multiply by 365 the sum of the mental and physical effort embodied in one issue of a great daily newspaper, you obtain an idea of what a single year's production requires in expenditure of intellectual energy as well as physical labor and hard cash. Multiply that again by the fifty years of The Chronicle's existence and the stupendousness of the figures becomes staggering to anyone conversant with the complicated and costly processes of modern newspaper publication.

Not one man in a thousand who founds a daily newspaper of even the least importance lives to see the fruition of his hopes and plans at the end of half a century. For that reason Mr. M. H. de Young, seated at his desk, directing all the departments of his great journal, and seemingly as alert, ambitious, resourceful and progressive as when I first saw him in the earlier stages of The Chronicle's existence, is to me an amazing example of inexhaustible mental and physical force—in a word, a remarkable phenomenon of perpetual motion.

This may seem extravagant language, but, looking at the proprietor of The Chronicle, I cannot disassociate him in my mind from the hundreds of his contemporaries who long since reached their ultimate milestone. Some of them dropped by the wayside before they approached their destination, and few journeyed to the end with anything suggestive of the elasticity and unshaken courage of their vigorous manhood.

WHERE ARE THE SNOWS OF YESTERYEAR?

Where are all those old-time publishers whose names were as household words? Where be the host of clever writers of those bygone days, the merry wits of Bohemia whose quips and cranks so often set the table in a roar? Where be the grave and serious-minded editors, whose incisive pens disdained the tittle-tattle of the hour and dealt with the deeds of men who were making history? Where are the snows of yesteryear?

> Of many more I might ask the same
>   That are but dust that the breezes blow,
> But I desist, for none may claim
>   To stand against death, that lays all low.

So wrote Francois Villon, who, besides being a fine poet, was a great scapegrace. What an epic could have flowed from the pen of that talented rascal had he been part of the early life of San Francisco in which The Chronicle was born and attained its virility! What a field for the exercise

SCULPTURE AT THE EXPOSITION: THE GENIUS OF CREATION,
BY DANIEL CHESTER FRENCH

of the genius of a Dickens, observant of the rapid evolution of a gold-seeker's rendezvous into a great entrepot, full of picturesque adventures from the four quarters of the globe! Seldom has there been such a heterogeneous collection of contending forces.

There was to be seen in sharp contradistinction the culture and aristocratic class, pride of the old Southern planter life, arrayed against an aggressive and plebeian democracy recruited from the farms and manufacturing centers of the Atlantic states and the peasantry of Europe. New England puritanism and thrift struggled uncompromisingly with the forces of riotous pleasure and the rampant spirit of reckless speculation and outright gambling.

STRENUOUS JOURNALISM TO THE LIMIT

In the early days when The Chronicle began to be recognized as a journalistic influence to be reckoned with, the memory of the vigilante days was comparatively fresh in the public mind, and law and order were in control of the community. Nevertheless, the public still demanded strenuous journalism carried to the full limit, and if a little in excess it did not hurt the publisher's circulation. The personal note was very strong in journalism, though it was not altogether a safe or wise proceeding to express one's full detestation of a hated rival.

The code of honor had but lately been in full force and effect among gentlemen in California, and if duelling pistols had been relegated to the junk shops, or disposed of to the pawn offices, revolvers and derringers that carried ounce bullets were plentiful. To ascribe to a journalist the dominant characteristics of Ananias, or impugn his previous record for honesty was not unlikely to call forth a spirited physical protest, more effective than a double-leaded editorial reply in a newspaper. Occasional clashes between impetuous knights of the quill were a source of great perplexity to Police Judges, who then, as now, preferred to hold the scales of justice so evenly that nobody of influence went to jail, and all hands helped the eminent jurist at the next election.

Evidently the enterprising management of the Chronicle was eminently satisfactory to the community, for the paper grew in circulation and advertising prosperity. Youth loves to be iconoclastic, and the pet amusement of the young Chronicle was to smash popular idols and show that their feet were made of common clay. To expose cheats of any kind was an enterprise in which proprietors and staff joined whole-heartedly.

Among the characteristic exploits of the young Chronicle was the unmasking of a spiritualistic fraud, who had mystified and deceived the greater part of the English-speaking world which was then intensely interested in occultism.

One of The Chronicle's reporters was William Laffan, who afterward became a metropolitan publisher. Laffan conceived the idea of suddenly illuminating the hall where the materializing seances were given, and M. H. de Young entered heartily into the plot. All the paraphernalia of exposure having been prepared, the journalistic conspirators took their places in various parts of Platt's Hall. As usual, the spirits were energetic, and ghostly manifestations set the hair of the credulous on end. Musical instruments floated above them and the air seemed overladen with spooks.

CHRONICLE'S EXPOSURE OF A CHARLATAN

At the psychological moment, the signal to light up was given, and every Chronicle man in the hall touched off his magnesium light, illuminating the place with a merciless glare that put the medium out of business. The charlatan was caught with the goods on him, for the lights exposed the fellow as he stood on the edge of the stage personating his stock ghosts by the simplest devices, and relying on the superstitious credulity of his audience to bamboozle them.

Next day The Chronicle, of course, made the most of the expose, and thus deepened the growing conviction of the early-day subscribers that they should buy the new paper, and keep buying it if they wished to get the news.

I could write many pages of The Chronicle descriptive of reportorial exploits that kept the circulation rising like the thermometer on a midsummer day.

Let nobody suppose that the standards of literature in journalism then were such as any noodle could hope to exceed. Mark Twain had not long ceased writing for The Chronicle, and aspiring humorists were expected by such ruthless city editors as Dennis McCarthy, S. F. Sutherland and Tommie Newcomb to endeavor at least to be Twains. What a task! McCarthy had been editor of the Virginia City Enterprise, where Twain made his reputation, and had slaughtered reams of the great humorist's manuscripts with his merciless blue pencil. McCarthy afterward became managing editor of The Chronicle prior to John P. Young's appearance on the staff, and having made a considerable fortune in Comstock mining shares, bought the Virginia City Chronicle, which was then a valuable property.

FAMOUS OLD-TIME MANAGING EDITOR

Another famous old-time managing editor of The Chronicle whose familiar face I recall, was John Timmins. Shaven like an Episcopal minister and suggestive in appearance and manner of the pulpit rather than the editorial chair, John Timmins was for decades the Fidus Achates of Charles and M. H. de Young, until he was induced to enter the service of W. R. Hearst as managing editor of the Examiner.

How many have been the changes in the personnel of The Chronicle since I first saw John Timmins bending over his editorial desk in the old office on Clay street, like an austere clergyman conning his notes for the next sermon!

Men have come and men have gone, changes almost cataclysmic have occurred in San Francisco, but throughout all the mutations of time and fortune The Chronicle has steadily advanced from the position of a journalistic experiment to a recognized place in the front rank of the great newspapers of America.

In those days the standard of literature had been set by Bret Harte and his contemporaries. They composed a galaxy which so far has not been outshone. Many of the recognized literary men of the early days, including Harte, were contributors to The Chronicle.

FAMOUS CONTRIBUTORS TO THE CHRONICLE

San Francisco then supported a purely literary weekly, "The Golden Era," which was edited by Rollin M. Daggett, who afterward was connected with the American diplomatic service. Some of his work can be found in the old files of The Chronicle, as can that of Joaquin Miller, Charles Warren Stoddard, and other literary people whose reputations became far more than local. It would take a page of The Chronicle to tell of the literary set alone—of Ina Coolbrith, Minnie Myrtle Miller, Anna M. Fitch, Stephen Massett, Orpheus C. Kerr, Prentice Mulford, James McDonough Ford, Gilbert B. Densmore, Harry McDowell. The Chronicle, ever alert for valuable contributors, was in close touch with all the celebrities of the day.

At that period San Francisco prided itself on supporting the finest stock company in America—the old California Theater aggregation, headed by John McCullough, the famous tragedian. In the history of the American stage the story of the old California Theater stock company has become a classic. The great actors of the world appeared in the California Theater and every gallery god in San Francisco knew what Booth's Hamlet looked like.

THERE WERE GIANT ARTISTS IN THOSE DAYS

There were painters, too, in those days, whom time proved to be giants—Tom Hill, William Keith, Julian Rix, Jules Tavernier and others whose pictures live.

In such an environment, with an art atmosphere distinctly developed, no new journal could hope to succeed on the plane of frontier or provincial journalism. Cleverness was an essential in the quality of the matter presented to the reading public, and The Chronicle bid for the best writers obtainable in New York as well as in San Francisco. Many bright men from the New York Sun and the Herald have rendered valuable service on The Chronicle staff, and helped to establish a metropolitan standard. One of the best known of the Sun men who worked for The Chronicle for several years was R. D. Bogart who, in several lines, had no superior on any paper in the country.

As early as 1880 a man who went to New York with a record of having done good work on the San Francisco Chronicle could get an engagement on the leading metropolitan newspapers. Even at that time the California contingent had made a name for San Francisco journalists, dramatists and actors. The Chronicle's intimate connection with New York journalism through its policy of employing the best men obtainable had a great deal to do with making the California invasion so successful.

THE BEGINNING OF THE BOHEMIAN CLUB

In recent years the owner of the New York Sun was W. M. Laffan, the same Laffan who in the early days of The Chronicle assisted as a reporter in the exposure of the spiritistic fraud in old Platt's Hall. He went to Baltimore early in the 'seventies and became proprietor of the Baltimore Daily Sun. When the younger Dana disposed of the Sun Laffan was able to purchase that fine property.

On the Sun's staff in recent years, as foreign correspondent, was S. F. Sutherland, who was second city editor of The Chronicle. Tommie Newcomb, who conceived the idea of the Bohemian Club of San Francisco, and, in conjunction with Dan O'Connell, founded the organization, was the first city editor the struggling young Chronicle could boast. The real birthplace of the Bohemian Club was the first Chronicle office in the loft on Clay street, which some ingenious carpenter had managed to partition into the semblance of up-to-date editorial rooms. The club obtained a habitation and a name when Tommie Newcomb, Dan O'Connell and other kindred spirits of The Chronicle's small staff, rented quarters upstairs, at the corner of Sacramento and Webb streets, where the vista included a full view of a well-known undertaker's shop, with the coffins in the windows. When the leading lights of printers' row on Clay street could not be found anywhere else, it was safe to bet that an X-ray leveled at the corner of Sacramento and Webb streets would have revealed their whereabouts. James F. Bowman, a literary celebrity of the early days, a poet of considerable talent as well, was one of the few older men who visited the club. Bowman did splendid work as an editorial writer on The Chronicle, and preceded Samuel Seabough, who had made a reputation upon the Sacramento Union as the greatest of California editors.

DIFFICULTY OF ESTABLISHING A DAILY PAPER

A noteworthy example of the difficulty of establishing a daily newspaper in the early days was the failure of the Mail, which was started to assist in the Senatorial ambitions of Mark McDonald, an affluent celebrity of the mining stock market, and a contemporary of Jim Keene of San Francisco, afterward such a spectacular figure on Wall street.

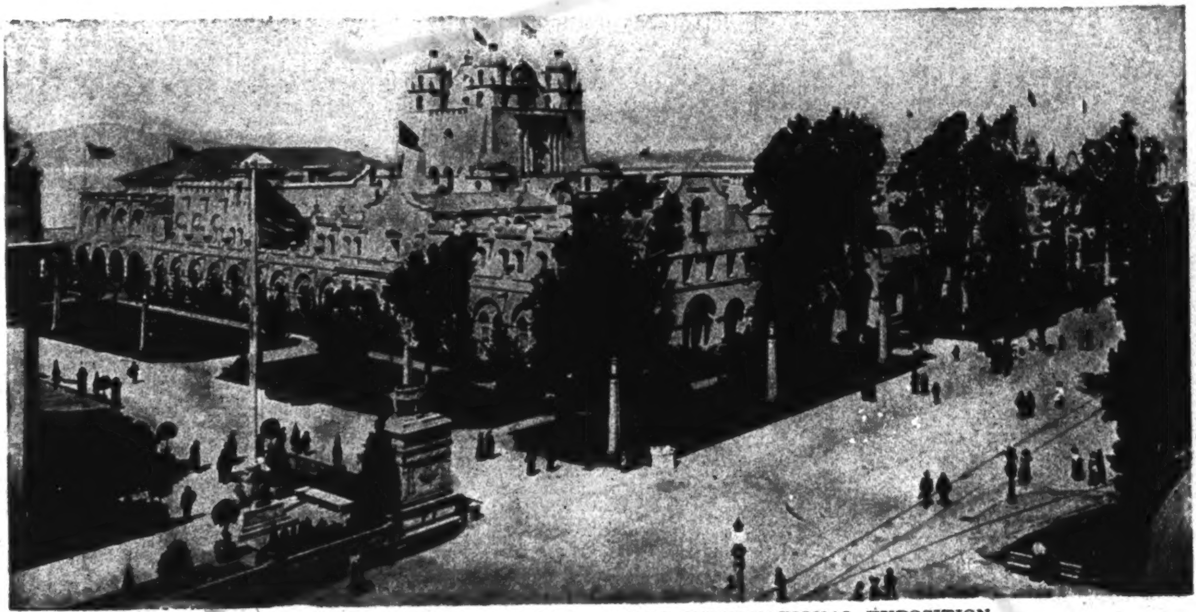
Mark McDonald evidently had money to burn, for he not only started a big daily newspaper, but helped Dr. Wade to build the Grand Opera-house on Mission street, where Patti and other famous queens of song furnished many opportunities to the wealth and fashion of San Francisco to wear their best clothes.

The Chronicle had become a recognized fixture in San Francisco journalism by that time, but nevertheless M. H. de Young and his serious-minded and intensely resolute brother Charles, as shrewd publishers, must have looked anxiously at the new Richmond in the journalistic field. The staff of the Mail included men who had done good work on The Chronicle, but the enterprise was foredoomed to failure, and one fine day the Sheriff slapped so many attachments upon the paper that the financial props collapsed. That was the last ambitious effort to start a large daily newspaper in San Francisco.

THE CHRONICLE DISTANCED ALL RIVALS

The Chronicle tacitly announced to the people of San Francisco that it had distanced all its rivals when it abandoned the primitive quarters down on Clay street, where a flickering gaslight struggled to illumine the dingy stairs up which Mark Twain, Bret Harte and many literary celebrities of the pioneer cycle had many times climbed.

The new home of The Chronicle in its substantial four-story building



CALIFORNIA BUILDING, PANAMA-PACIFIC INTERNATIONAL EXPOSITION

seemed the acme of journalistic ambition, but almost as soon as the building was constructed the ever-busy mind of M. H. de Young was planning to obtain the coveted corner on which The Chronicle's present skyscraper is situated, at Market and Kearny streets.

In the Kearny and Bush street office I met many clever Chronicle men who distinguished themselves in journalism—Ned Townsend, the creator of "Chimmie Fadden," and now a New Jersey Congressman; Harry Dam, afterward private secretary for Governor George Stoneman and still later a magazine writer and London correspondent for New York papers; Peter Robertson, famous as a dramatic critic; Thomas Vivian, who almost became a really great short-story writer; Charles Warren Stoddard, the poet, who did brilliant special work; George Hazelton, Washington correspondent, who developed talent as a financier and became a street railroad magnate; A. B. Henderson, formerly of the New York Herald, and correspondent of The Chronicle on the expedition headed by the late Sheriff Harry Morse, which ended the pernicious activities of Tiburcio Vasquez, the last of a band of desperate Mexican bandits and murderers; John Hamilton Gilmour, Frank Bailey Millard, Hugh Hume, afterward proprietor of the Post and now publisher of the Spectator in Portland, Oregon; J. Ross Jackson, afterward city editor of the Examiner and famous as a raconteur; Horace Hudson, who was city editor of The Chronicle for years and is now manager of the estate of George Hazelton; "Bill" Naughton, who became a famous sporting editor; Arthur H. Barendt, afterward president of the Board of Health and shining light in the legal profession; R. M. Wood, now owner of several thriving class publications; John Bonner, a vigorous editorial writer and father of Geraldine Bonner, who contributed serial novels to prominent Eastern publications.

While I was connected with The Chronicle in its Kearny and Bush street office a remarkable experiment in journalism was tried by Fred Somers, who had been a reporter on The Chronicle in its Clay street days before Somers, in conjunction with Frank Pixley, who was editorial writer for The Chronicle, started the Argonaut. Not content with that feat, Somers launched a daily called the Epigram, which depended entirely upon feuilletons and disdained to publish the news of the day. The staff of writers included Frank Pixley, Harry Dam, Ned Townsend, Dan O'Connell, Jerome A. Hart and myself. The experiment was a distinct failure and the financial loss caused Somers to dispose of his interest in the Argonaut and go to New York, where he performed the remarkable feat of establishing Current Literature and Short-Stories. He subsequently published the California Magazine, which proved an unprofitable venture.

Altogether the list of Chronicle writers who have distinguished themselves in journalism and literature compares favorably with that of any daily paper in America.

I have a clear recollection of the building of The Chronicle's new home at Kearny and Bush streets. I was editing the Daily Exchange, a financial journal which was published around the corner, and owned by the late Colonel John P. Jackson and D. F. Verdenal. The latter had been a prominent member of the first editorial staff of The Chronicle, and in comparatively recent years was New York correspondent.

WHEN RAPID PRESSES WERE NOVELTIES

Dan O'Connell and S. F. Sutherland assisted me on the Daily Exchange, and, being all former Chronicle men, we were much interested in watching the new edifice rise from the deep excavation that had been dug for the presses. Rapid presses were still novelties in those days.

One morning when passing the new building with O'Connell, I saw Charles and M. H. de Young engaged in earnest conversation, while standing on the joists of the ground floor that had just been laid.

"I'll bet they're discussing the business office plans. Let's go over and talk with them," said O'Connell, and we went.

The poet's conjecture was right. Not only did we learn how the business office was to be laid out, but we got a comprehensive idea of the whole structure, floor by floor. Charles de Young, though quite cordial and frank with people he knew and liked, was never as communicative or lively in disposition as his brother, and the latter did most of the talking that morning. He had the complete plans of the building fixed in his mind, and the new features that he thought would give the new edifice distinction—the expensive onyx counter, suggestive of money to spare; the massive safe behind the counter, emblematic of solidity and satisfactory daily profits; the proprietors' luxurious private office, the elaborate editorial department upstairs, with rooms for special writers, managing editor, city editor and news editor; the big local room, the composing room, stereotyping room, and the library.

THINGS NOT BEFORE HEARD OF

Whoever had heard of a library and a librarian before in pioneer journalism, and an onyx counter? If O'Connell had written on the spur of the moment one of his celebrated "City Lyrics," descriptive of the probable effects of The Chronicle's new magnificence on the rival publishers who still adhered to pine and redwood counters and primitive environments, it would have been a gem worth preserving.

M. H. de Young was a young man himself in those days, and I think he must have laughed in his sleeve, in young man fashion, at the thought of his contemporaries' feelings on seeing the new departure in journalistic extravagance in San Francisco.

In listening that morning to the description of the building, and observing the complete acquiescence of the two brothers in the business plans, one could see how closely the men were drawn together by the ties of business ambition and consanguinity. First of all they were brothers, and secondly were business partners, working enthusiastically and in full accord.

THE TWO YOUNG PROPRIETORS OF THE CHRONICLE

Charles, the editor, was reserved and contemplative, a man of the quiet sanctum, more disposed to earnest thought and consultation than to untiring business activity. M. H. de Young was the restless, energetic, bustling man of affairs, full of novel projects and happiest in exploiting new fields of enterprise and overcoming serious and sometimes seemingly insurmountable difficulties. How he managed to overcome some of them has always been a marvel to me, who have known the inside workings of

The Chronicle so well, for at some critical turns in the earlier history of the journal—not to mention the great fire of 1906—there was required for the directing mind of the newspaper a combination of forethought and executive talent rarely found in a newspaper or any other office.

Partnership in business is not always conducive to the greatest success, but undoubtedly the partnership of Charles and M. H. de Young in the early days was most beneficial to the struggling newspaper. While Charles was engrossed in editorial duties within doors, his younger brother was here, there and everywhere, at public meetings, social gatherings, theaters, concerts, constantly studying, planning and executing schemes to increase the circulation and advertising patronage of his newspaper. The untiring energy of the two brothers made the combination perfect, and to that fact I have always ascribed the extraordinary rapidity with which The Chronicle, so small in its infancy, obtained a footing among its strong and prosperous contemporaries. Either of the De Young brothers, alone, could not have laid the foundations of their enterprise so quickly and well.

FIRST REQUISITE IN A NEWSPAPER OFFICE

With the experience of many years of writing and publishing, I have come to regard business talent as the first requisite not only for the establishment of a newspaper but for all stages of its existence. It is also the most difficult to obtain.

Young writers regard the business office, except on payday, as a rather prosaic superfluity, and think that the space given to advertisements might be more profitably utilized by their brilliant productions. The experienced publisher, however, has no illusions about the relative value of gems of literature and business-getting talent as essentials to newspaper success. Both are invaluable for a really first-class journal, but a badly written publication under a clever business manager will live and perhaps prosper where a brilliantly written journal, with an inefficient business manager, would die.

The ideal condition is where the editorial and the business departments vie in excellence, and that is most likely to be found under one strong executive head, notwithstanding the tenets of a triumphant democracy in these days that all kinds of autocracies are pernicious.

The Chronicle has been an autocracy during all the years since M. H. de Young was called upon to assume the responsibility of sole proprietorship. The extent of The Chronicle's success, during the thirty years of its highest prosperity, is the measure of his great executive ability. When he lost the invaluable assistance of his wonderfully talented brother, it became his task to rebuild The Chronicle on new lines as well as broad ones, to meet the requirements of an ever-expanding field. The Chronicle for a full generation has been solely M. H. de Young's Chronicle. I am sure that when the history of California journalism shall have been written by some competent and impartial critic, and at the proper perspective of years for a comprehensive review untinctured by personal or partisan bias, it will be recorded that The Chronicle has been a powerful influence for the promotion of the best interests, the good repute and the prosperity of the great city where it is published.

The
San Francisco Chronicle's
Jubilee

The San Francisco Chronicle's Jubilee

M. H. de Young Felicitated by Prominent Editors upon the Completion of Fifty Years' Continuous Conduct of His Paper

VETERAN PUBLISHER OF ST. PAUL SENDS FELICITATIONS

George Thompson of Noted Dispatch and Pioneer Press Congratulates M. H. de Young and Community.

I AM in some doubt whether congratulations should properly go to you and The San Francisco Chronicle or to the California community in whose progress to prosperity, populousness and wealth you and The Chronicle have been such potential factors. So I give myself the benefit of the doubt and divide my felicitations among the man, the institution and the city. For a great newspaper is first of all institutional.

Give me to read the leading newspaper of a community and in its character I will find engraved the character of the cummunity. In my judgment, your half-century of endeavor has constructed no more of a monument in The Chronicle than in the many other institutions, the civic spirit and the habit of newspaper thought of San Francisco.

I wish every community had a realising sense of its obligations to the right-minded newspaper, which holds its character as the virtue of a woman and faces its duty with the courage of conviction. Fifty years of association between editor and community—something not given often, even to the most fortunate in life—should enable each to find the other out. A half-century of unintermitted contact outlives the last shadow of doubt of responsibility. It is both significant and romantic to turn toward the setting sun to find the only figure in American journalism which can be crowned with this royal distinction.

"Out of the East comes light," says the proverb. "Out of the West comes service," I would add. From a long life broidered by the lights and mellowed by the shades of newspaper activities, I am able to draw the powers of appreciation which qualify me to congratulate you, The Chronicle and San Francisco upon the event celebrated by your Jubilee anniversary.

GEORGE THOMPSON.

"AN EVENT OF INTEREST," SAYS ST. LOUIS REPUBLIC OWNER

Charles W. Knapp of Great Missouri Newspaper, Himself in Harness Forty-eight Years.

THE fiftieth anniversary of The San Francisco Chronicle is an event of much interest to me because my personal acquaintance with the De Young brothers, who founded the paper, began within seven years after the first issue of the Dramatic Chronicle. I have not only been able to follow by direct observation the wonderful development from that small beginning to the great public journal that now constitutes one of the most potent forces in the newspaper field, but in this forty-three-year period I have been situated to know how completely Charles de Young, up to his untimely death, and M. H. de Young, during the whole half-century of The Chronicle's existence, were its inspiration and moving force.

Fifty years is a long time to be connected with a single newspaper. I am conscious of that fact, as I began my own newspaper work forty-eight years ago and have never worked for any newspaper except the one I began with. My uncle, who died in 1883, had a record of fifty-six years on the same newspaper, and forty-nine of those years he was an owner and manager, while my father, who came into the business at a later date, rounded out a full third of a century. This personal experience enables me to appreciate in an unusual degree the remarkable record of M. H. de Young.

Let me tender congratulations to both The Chronicle and to Mr. de Young, since they are due to both. For The Chronicle they are offered because it has become the great paper it is, not merely by growing as the city in which it is published has grown, but on account of the individuality and the force that are peculiarly the De Young characteristic, which have contributed so much to make the city as well as the newspaper. For M. H. de Young my congratulations are offered because it has seldom happened that a founder of a newspaper has been preserved in health and vigor to attend as sole owner its golden jubilee.

The Chronicle has had hard knocks in the long years of its aggressive existence and it took much strenuous, courageous work to make it the power in the community it became long ago, but that is the only way a newspaper can progress to public influence and financial success. Because the De Young nature was especially fitted for just such battling as The Chronicle had throughout the early tempestuous years of its career it has remained a De Young property and stands today an enduring De Young monument. Yours very truly, CHAS. W. KNAPP,
President the St. Louis Republic.

CHICAGO TRIBUNE WRITES CAREER REFLECTS HISTORY

Editors of "The World's Greatest Newspaper" Send Interesting Letter to M. H. de Young.

THE editors of The Chicago Tribune extend their congratulations to you and The Chronicle upon the occasion of the fiftieth anniversary of your editorship.

Few newspapers in this country of perpetual movement can boast a half century of successful management under one directing mind. It has been a wonderful and inspiring period which The Chronicle has been privileged to reflect and be a part of, and no community on the continent has been better worth expressing, as a vital newspaper is able to express the city from which it springs, than San Francisco.

From the city of Bret Harte to the great metropolis of the Panama-Pacific International Exposition your community has contributed an intensely vivid page to American history, a page full of light and shadow and inspiring to all the American sisterhood of cities because of the indomitable spirit which has carried San Francisco always forward through the most terrible of ordeals and through many lesser trials to new achievement on the road of progress. Very truly yours,
THE CHICAGO TRIBUNE.

STRIKING AND EXCEPTIONAL, SAYS HARRISON GRAY OTIS

Publisher of Big Los Angeles Newspaper Says Record of Chronicle Is Notable Achievement.

I AM struck by the showing The San Francisco Chronicle has made under the De Young brothers. The truth is I did not before quite appreciate the striking, significant and exceptional fact that The Chronicle and Mr. M. H. de Young, its present sole owner, are qualified to jointly celebrate the fiftieth anniversary of this conspicuous journal's foundation.

Fifty years of journalism in California, a State not yet old, convey to the mind a meaning far above and beyond the ordinary, when it comes to the consideration of journalism, journalists and a commonwealth whose lives cover that pregnant span in the life of the Nation.

So far as I am aware, none of the great men who have figured in the history of journalism in this country, other than Mr. de Young, have rounded out fifty years in the active management of a newspaper in the United States. During that long and sometimes turbulent period the man at the helm had neither time nor opportunity to recline "on downy beds of ease" for any considerable number of hours in each twenty-four.

I congratulate The Chronicle and Mr. de Young on the coming of the fiftieth anniversary of the journal itself and upon the fact that Mr. de Young himself is still on deck. Yours truly,
HARRISON GRAY OTIS.

EDITOR OF SEATTLE TIMES SAYS EVENT UNPRECEDENTED

Head of Family of Editors Compares M. H. de Young's Achievements With Those of Other Editors.

ON January 16, 1915, a most remarkable occurrence will take place in the journalistic field of the Pacific Coast and one to be remembered by the newspaper fraternity throughout the land.

On that day Hon. M. H. de Young will celebrate his fiftieth anniversary as a journalist, and The San Francisco Chronicle at the same time will celebrate its fiftieth anniversary.

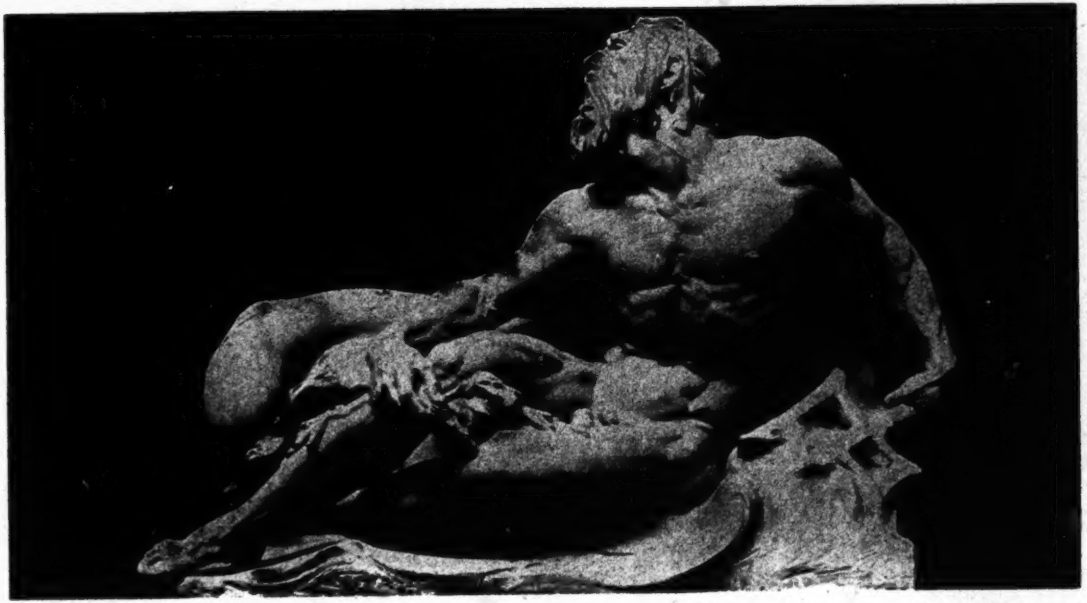
The coincidence occurs by reason of the fact that Mr. de Young was one of the founders of The Chronicle, and yet Mr. de Young had had no newspaper experience when he and his brother Charles established The Chronicle.

To be sure, it began in a very humble way as a small publication, both in size and circulation, and took ample time to develop.

While several leading journalists of the United States during its one hundred and thirty-six years of history have served on newspapers now more than fifty years old, there is no other living editor who has served on the same paper for half a century, except M. H. de Young of San Francisco.

James Gordon Bennett founded The New York Herald in 1835, and, although The Herald is in its sixty-third year, James Gordon Bennett, Sr., died in 1872, having relinquished the immediate management of The Herald to his son several years before.

Mr. James Gordon Bennett, Jr., now in his seventy-fourth year, has been in exclusive charge of The New York Herald but forty-two years, or eight



SCULPTURE AT THE EXPOSITION: WATER, BY ROBERT AITKEN

years less than Mr. de Young has been in charge of The Chronicle.

Horace Greeley founded The New York Tribune in 1841, and while The Tribune today is over seventy-three years of age, Horace Greeley severed his connection therewith in 1872, serving but thirty-one years with the newspaper he established.

Henry Watterson has been the editor of The Louisville Courier-Journal for more than forty-six years, and as The Courier-Journal has been in charge of it all that time. Still The Courier-Journal is a consolidation of two former papers that were published many years before Henry Watterson became the editor of the combine.

As a journalist, Henry Watterson, now seventy-four years of age, has been in the journalistic field considerably more than fifty years, but lacks that distinction of being with the same newspaper for half a century.

Mr. Samuel Bowles founded The Springfield (Mass.) Republican in 1844, and was its editor until his death in 1878, but while The Springfield Republican is more than seventy years of age, Samuel Bowles, Jr., has had control for many years, taking charge thereof at his father's death.

The late Col. Harvey Scott, who died at seventy-two, was the editor of The Oregonian for a period of almost half a century, although The Oregonian was taken over by Mr. H. L. Pittock in 1860 and Mr. Pittock has been the manager thereof since that date.

General Otis of The Los Angeles Times was in the Civil War fifty years ago today and had not thought of entering the journalistic field. In spite of that fact, however, he has been in charge of The Los Angeles Times for nearly forty years and the identity of The Times and General Otis and General Otis and The Times is so complete that the name of the one means the other.

But we might refer to the biographical histories of a dozen other men in the United States who have passed the main portion of their lives in the journalistic field and yet never reached the point that has been reached by Mr. de Young.

Mr. de Young and The San Francisco Chronicle stand out today absolutely unclouded in the bright sunshine of success and prosperity as the only living editor who founded a newspaper fifty years ago, which newspaper today is stronger than it ever was before.

It is unnecessary to speak of the splendid financial success which has for many years characterized The San Francisco Chronicle, for the world knows all about it.

It is unnecessary to speak of the splendid enterprises which have taken up the great portion of Mr. de Young's time of a state, national and even international character, for the world knows all about his work therein.

It is only necessary at this time to call attention to the uniqueness of the situation and to remember that Mr. de Young is in possession of his full strength and powers, as competent today to carry on The Chronicle as he ever was, and that The Chronicle itself is a greater newspaper today than it ever was before, and one of the very few great newspapers of the world.

ALDEN J. BLETHEN.

HARTFORD COURANT WISHES "MANY HAPPY NEW YEARS"

Charles Hopkins Clark, Editor of Connecticut's Foremost Daily, Is Cordial in Greetings.

THE Hartford Courant, which has recently celebrated its one hundred and fiftieth birthday anniversary sends cordial greetings and hearty congratulations to The San Francisco Chronicle.

It's a great thing for a newspaper to be fifty years old. We've tried it three times, and ought to know. But, while the Courant's experience in this is unique, that of The Chronicle is unique, too, and perhaps more remarkable, in that the same man who established The Chronicle, Hon. M. H. de Young, is still at its head, and, from a small beginning, has built up and still controls a newspaper known all over the country, one of the potent factors in Pacific Coast life.

The oldest newspaper makes its bow and wishes many happy new years to the oldest founder, editor and publisher. May he long stay on his job.

THE HARTFORD COURANT.
By Charles Hopkins Clark, Editor.

PROVIDENCE JOURNAL HEAD IS CHRONICLE "GRADUATE"

John R. Rathom, Editor of Strong Rhode Island Publication, Tells of His Satisfaction.

THE fiftieth anniversary of the founding of The San Francisco Chronicle and of Mr. M. H. de Young's entry into journalism is an event that will be recognized with genuine pleasure not only in California, but throughout the United States.

This anniversary will also be greeted with much more than ordinary satisfaction by the hundreds of newspaper men in the East and West, who, like myself, have graduated from The Chronicle.

The life of The Chronicle has been no parlor game. Nobody but Mr. de Young himself, who for fifty years has been The Chronicle, can fully realize the strenuous character of its career or recall with such completeness of detail its thousand and one struggles for or against the innumerable questions that have been fought out in California in the past half-century. It gives one genuine happiness, however, to look back upon his own period of a few years of intimate connection with The Chronicle and to realize that during the whole of that time his efforts, under the direction of Mr. de Young and Mr. Young, both of them happily on deck today, were devoted constantly to fighting graft, exposing corruption in high places and low places and helping every worthy object in the city of San Francisco and the State of California.

I have no doubt that the same spirit that led the young men of those happy days is the spirit that survives at this time. And I am sure that though The Chronicle in its long and vigorous career has torn down many shams, wrecked many a political ambition and seriously disconcerted the plans of many public men, there will be a universal feeling of satisfaction over this anniversary, extending even to its past or present enemies.

JOHN R. RATHOM.

EDITOR OF THE OMAHA BEE WISHES CONTINUED SUCCESS

Victor Rosewater Tells How His Father Worked in Years Gone by With M. H. de Young.

TO me it is a rare privilege to be able to extend greetings and felicitations to The Chronicle and to Mr. M. H. de Young on their joint completion of fifty years in active newspaper work. I couple with my congratulations best wishes for long continued usefulness, although it goes without saying that The Chronicle, as a successful and progressive newspaper, must outlive its founder who has given it a permanence no individual can possess.

The Chronicle dates back a little over seven years longer than the Bee. The founder of the Bee, my father, the late Edward Rosewater, who was intimately associated with Mr. de Young in many public movements, was permitted to guide its destinies continuously for thirty-five years, which we felt was making a notable record in journalism; and yet to have held the reins for an even half century, as has Mr. de Young with The Chronicle, is much more exceptional. Everyone who knows anything about journalism knows that such an achievement would be impossible without brains, brawn, bravery and business ability.

VICTOR ROSEWATER.

WONDERFUL GROWTH IS SEEN BY NEW YORK GLOBE

Jason Rogers, Publisher of Paper Founded in 1793, Appreciates Chronicle's Influence.

PERMIT me to heartily congratulate you and The San Francisco Chronicle on reaching your fiftieth anniversary together. There must be a strong feeling of personal satisfaction in having been so long identified with so influential a paper as The San Francisco Chronicle, which has so successfully promoted and supported the best interests of San Francisco, the gateway of the Orient from the United States.

The wonderful growth and influence of the San Francisco Chronicle are acknowledged and appreciated by newspaper men throughout the country. Its commanding position as one of the great newspapers of the United States, developed from a very small beginning by you and your brother since 1865, should be abundant satisfaction for the lifetime efforts of any individual.

As publisher of the New York Globe, which is the oldest daily newspaper in the United States, founded in 1793 by Noah Webster, I extend to you my heartiest congratulations and best wishes for future success and prosperity.

JASON ROGERS.

BUFFALO TIMES EDITOR IS VOLUBLE IN HIS PRAISES

Norman E. Mack, Owner of Famous Publication, Says Chronicle Is a Familiar Visitor.

PERMIT me to extend congratulations as The Chronicle passes in triumph its half-century mark. Most people are happy in the thought of one's own life and health at fifty, so it must, indeed, be a pleasure to view the creation of your own intellect, courage and labor as it rounds fifty years of continued progress in a splendid burst of brilliant achievement.

The best years of your life have been given over, through the columns of The Chronicle, to the service of the people of your city, your State and the Nation. Yours has been a rare period of service. But out of your life, and that of your distinguished brother, you have reared an institution which will go on and on in the great work you started as generation follows generation.

It is a pleasure to have this opportunity to look back upon the success and the achievements of The San Francisco Chronicle. Here we are, you and I, at the extreme ends of the continent, yet The Chronicle is as familiar a visitor in my office as my nearest neighbor in Buffalo. For years your great newspaper has been a source of enlightenment, entertainment and inspiration. No one can read The Chronicle without being impressed with its fairness, its force, its intelligent direction, its typographical excellence, its devotion to the public welfare, its courage and its completeness.

To you, Editor de Young, permit me to convey assurances of my congratulations on the golden anniversary of your newspaper service, to extend my cordial wishes for the future, and to join with the multitude of your friends in celebrating this fifty-year triumph of The Chronicle.

I expect in the very near future to visit with other members of the New York State Commission, your great International Exposition and will then look your splendid city and State over and I have no doubt we shall all leave for our homes at the conclusion of that visit with the greatest admiration for the Golden Gate and its people.

Very cordially yours,
NORMAN E. MACK.

DES MOINES CAPITAL PUBLISHER SUGGESTS BOOK

Lafayette Young of Leading Iowa Newspaper Hardly Realizes The Chronicle Is Fifty Years Old.

IT HARDLY seems possible that the San Francisco Chronicle is fifty years of age! I have met M. H. de Young several times, and he never looked old to me. But such men do not grow old.

How lonesome it must have been in 1865, when the De Young brothers sprung The Chronicle on the new city on the golden shore! Mr. de Young ought to write a book giving a chronicle of his experience in assisting the new West in doing things, for he has always been a leader. He is one of the great editors of America, where great editors abound. It is a pleasure to congratulate him. He has stood the storm; has never succumbed to hurried partnerships nor stock companies. He has evidently been a single-purposed man. Yet, when I read his history, I find he has been an all-around man in directing many things. Such a life is worth living, and the establishment of The Chronicle is achievement enough.

I extend my congratulations.
LAFAYETTE YOUNG.

SPOKANE SPOKESMAN-REVIEW SENDS ITS CONGRATULATIONS

W. H. Cowles, Publisher of Big Washington Newspaper, Lauds M. H. de Young's Efforts.

I WANT to congratulate Mr. de Young very heartily on the celebration of the fiftieth anniversary of the foundation of The Chronicle.

The Chronicle has preserved for a very long life a strong hold on the most substantial people in San Francisco. It has been conducted with a remarkable mixture of wise conservatism and aggressive constructive work.

There are only a few publishers in the United States whose names are as well known from one end of the country to the other as M. H. de Young's. His great success has been due not only to his large ability, but also to an astounding energy and courage. Sincerely yours,
W. H. COWLES.

FRIENDS ARE LEGION, WRITES BUFFALO NEWS PROPRIETOR

Edward H. Butler of Northern New York's Big Newspaper Says San Francisco and Chronicle Are Synonyms.

ALLOW me to congratulate you upon your fiftieth anniversary as head and founder of The San Francisco Chronicle. I know of no one who is more of a success in the newspaper world than yourself; always having before you the interest of your own city, and it is well known throughout the newspaper world that Mr. M. H. de Young has done more for San Francisco by his untiring efforts in its behalf than almost any other man in that city.

I wish I might be there to personally congratulate you, but as that is impossible I am sending this letter, which will be only one among many from your friends, who are legion.

The San Francisco Chronicle is synonymous with the word San Francisco, and one never thinks of that city without connecting with it The Chronicle, the same as Atlanta and the Constitution, and Springfield, Mass., and the Republican, and I trust that The Chronicle may continue in its success, and that I shall be able to congratulate you on its seventy-fifth anniversary. Sincerely your friend,
EDWARD H. BUTLER.

VETERAN AT HELM OF THE OREGONIAN EXTENDS HAND

"Congratulations," Says H. L. Pittock of Portland, Himself Old in "The Game."

I HAVE known The San Francisco Chronicle well during the entire fifty years of its publication as a daily newspaper. I recall clearly its early days, when it began to make a real impression upon the California public, and I have watched its development into a great metropolitan newspaper, with real interest and real sympathy.

I think that Mr. de Young is the only American publisher, except myself, who has been at the head of an important newspaper continuously for more than a half-century. In that respect, therefore, there is a striking parallel in the history of The Chronicle and of my own newspaper. It is proper for me to say that after eight years of service as printer and publisher on the Weekly Oregonian I founded the Daily Oregonian on February 4th, 1861, and have been its publisher continuously from the beginning.

I congratulate Mr. de Young upon his great accomplishment in building up so influential and well-organized a newspaper as The Chronicle. The Chronicle in a peculiar way typifies San Francisco. Its news methods are a reflection of the bright spirit of the city, while its editorial methods, conservative and thorough as they are, are an index of the real stability of the Coast metropolis. The Chronicle has had its vicissitudes, undoubtedly, but it has survived them splendidly. It is an institution in San Francisco and California.

For myself, I cannot conceive of San Francisco without The Chronicle, and I thoroughly believe that the time will not come when there will be such a San Francisco.

H. L. PITTOCK,
Publisher The Oregonian.

PUBLISHER OF NEW YORK WORLD DEFINES SUCCESS

Don C. Seitz, Head of Great Eastern Newspaper, Tells Secret of Chronicle Progress.

THE Chronicle will live in history as one of the great enterprises of American journalism. The theatrical leaflet became a newspaper because of the unquenchable instinct of Charles and M. H. de Young, who had in them the quality which makes papers, the ability to endure persecution, to withstand unpopularity, to print the news without fear or favor, no matter what danger might ensue. The Chronicle had to fight its way. It broke the road for Pacific Coast journalism.

Let us hope its next fifty years will be smooth and prosperous, and that it will remain what it has now become, an institution, as all newspapers ought to be.

DON C. SEITZ.

CHRONICLE AN INSTITUTION, WRITES SAMUEL A PERKINS

Owner of the Perkins Press, Operating Six Northwestern Newspapers, Comments on Achievement.

I AM extending congratulations to The San Francisco Chronicle on its being fifty years old, but more appropriately, I am happy to say that The Chronicle is fifty years young, and so is the publisher.

Fifty years under the same ownership and management is a proud distinction rarely, if ever, achieved in American journalism.

The San Francisco Chronicle has been a "live issue" and M. H. de Young has been a live wire throughout a half-century of marvelous development of California and the Pacific Coast, and The Chronicle and its publisher have had a large part in that development.

A newspaper like The Chronicle, which has paid its way and has been built from the ground up on its earnings, is an institution in the best sense of the word.

S. A. PERKINS.

KEELEY OF THE HERALD IS LOOKING TO DIAMOND JUBILEE

Editor of Chicago's Latest Combination Newspaper Says He Feels Like a Tyro.

HALF a century of success is a record of which you and The San Francisco Chronicle should feel proud and I extend my felicitations. Somehow with that record before me I feel like a tyro, for the paper is older than I am and yet I overheard some one in the office call me "the old man" the other day.

I hope the career of The Chronicle is only starting and that I shall have the pleasure of further congratulating you and The Chronicle on your diamond jubilee.

J. KEELEY.

ENERGY IS ENORMOUS, WRITES CHICAGO JOURNAL PUBLISHER

John C. Eastman of Great Illinois Daily Says Achievement Unlikely to Be Duplicated.

PLEASE accept my heartiest congratulations on your Chronicle jubilee. The amount of energy and endurance implied in managing a great newspaper for half a century is enormous. It is pretty clear that you and The Chronicle do not get on each other's nerves.

You have had many remarkable men in The Chronicle office; probably have some there now whom the future will recognize as remarkable; but no achievement of your staff, past, present or to come, is less likely to be duplicated than your own. Very truly yours,

JOHN C. EASTMAN.

Pacific Coast
and
Exposition
Biographies

Great Men and Great Men's Achievements Form the Background for California's Progress

EVERY man living in a civilized community is one of two things—he is a good citizen or he is not a good citizen. Not all the good citizens, in the true sense of the term, are those who do not break the laws; nor, inversely, are all the bad citizens those whose names are written on the rolls of our jails and penitentiaries.

A man, to be a really good citizen, must put back into the commonwealth something for that which he takes out of it. In return for the right to live and prosper he must give his active or moral support toward building up that commonwealth and making it better.

The one who allows "the other fellow" to do more than his share of work for the general good is shirking his bounden duties. The result: He is not taking advantage of the opportunity to make himself a good citizen. And the mere fact that he has succeeded in keeping out of jail does not make him necessarily "good." His city, his State and his country demand more.

Looking over the history of San Francisco and California there is one thing that impresses the reader above everything else. This is the spirit of a comparatively small number of men who, ever since "the days of old, the days of gold, the days of forty-nine," have stood in the forefront in public achievement.

California has needed such men as few other States in the Union have needed them. Separated from the "effete East" by two mountain ranges as California is, its development was late in beginning. When the tide of civilization did turn westward it brought, naturally enough, some of the rougher element with it. But it brought also those who had the making of stanch, fearless citizens.

It is the old rule of the survival of the fittest that has been worked out since those days of clipper ships and the Cape Horn passage. Today California stands in the front rank of progressive and enlightened communities, fairly teeming with culture and happiness and blessed with a prosperity famed the world over.

It is a Great Western Empire in itself!

Not in one business or profession alone will one find those builders of the commonwealth. They are to be met in every walk of life—more in some, perhaps, than in others, yet in all of them. It is the scheme of things worldly that one pursuit should fit into and supplement another.

No one man can accomplish everything necessary to promote civilization—and no one man has done so.

In the pages that follow in this work are set forth in detail the careers of some of the most representative men of the West, engaged in all lines of endeavor. To the aspiring young man each sketch holds out a distinct lesson. In each it is endeavored to show by what processes the subject has reached that glittering goal—Success.

Simmered down, the secret is found in the five words—Intelligence, Ambition, Pluck, Application and Perseverance.

With those five qualifications a man is bound to succeed in nearly anything to which he bends his efforts. Obstacles he brushes aside or surmounts; apparent failure means nothing to him but a renewal of effort; he leaves complaining and lamenting to the less hardy and makes action count.

Among the very first Americans to land on the shores of San Francisco Bay were the miners. They came by way of Cape Horn. The community was then decidedly Spanish and the footsteps of the padres were still comparatively fresh. On January 24, 1848, James W. Marshall made his momentous discovery of gold in the tailrace of Sutter's mill, on the north fork of the American river where Coloma now stands. After several months the news filtered East in a roundabout way and the famous '49 rush began.

Most of the incoming Argonauts did not tarry long in San Francisco. This was merely an outfitting point, and they continued on up the Sacramento river by boat, and then by horse or wagon or afoot to the fields of wealth. This city being an outfitting point, it of course needed outfitters. These came with the miners, saw what fortunes might be garnered without digging with pick and shovel, and forthwith took advantage of the opportunity to establish themselves in a mercantile business.

Where gold is in abundance, there is the lodestone to attract settlers. And San Francisco and California were no exception to the rule. Soon shiploads of people began literally pouring in through the Golden Gate. They represented all classes, all minds. Some remained in the city, which was springing up on the sand dunes by the water's edge with a mushroom-like growth; some went on. And soon the raw gold was coming back to the mart of trade in ever-increasing shipments.

Soon there were, in addition to the traders, lawyers and doctors, bankers and school teachers, to say nothing of agriculturists, lumbermen, cattlemen and engineers. The city of San Francisco, clustered as it was at first around the waterfront, began to broaden out. One sand dune after another was surmounted and the tide of civilization swept on to the next. With the opening of the route across the Isthmus of Panama vessels began making regular trips into port, and the problem of transporting goods diminished in importance. Then, as the decades rolled on, there followed the stage lines and the pony express, and at length the first transcontinental railroad. And each added stability to the empire that was springing up west of the Sierra mountains.

The medical men helped along the scheme of things by guarding the health of the settlers. Early physicians rode about from mining camp to mining camp with their kits of drugs slung across their backs or thrust into their saddle-bags, ready for anything from a capital operation to the birth of another soul. Quiet, unassuming and brave, the doctors did their work and went their way, and mankind was the better for them. The doctor of today is not just like the doctor of yesterday. He is more of a specialist, if not entirely so. And he knows more than physicians even dreamed of in the days of '49.

In its mining activities California has had three sets of pioneers. First came the crude form of placer mining, wherein the "cream" of the gold deposits was washed from the beds of the mountain streams and from the gravel of the valleys, where search was made for natural "pockets" from which a fortune could be taken in a few hours or a few days. Then a period of rest from the feverish excitement and the gradual decay of those historic old settlements, painted in enduring words with such a sure hand by Bret Harte, followed by the quartz miners and their less picturesque and more businesslike work among the vast mineral deposits of the State. Finally, not so many years ago, there came to the public notice the perfection of a new system of gold dredging, highly profitable. San Francisco and California have many mining operators and engineers today whose reputation is country-wide, and whose operations involve millions. The careers of most of them read like a book of romance.

Agriculturally, California, with its 40,000,000 acres of arable lands, can be surpassed by no other State in the Union. Its early-day grazing pastures and a great many of its forests have given way to blossoming fields, and its rangers and vaqueros have largely been replaced by the man with the hoe. The old Spanish land grants of thousands of varas have been cut up into smaller tracts and men are getting rich on from five to ten acres. Here might be mentioned Captain Sutter, one of the first to discover and put to advantage the agricultural and horticultural possibilities of the Sacramento Valley, and who was involuntarily responsible, by reason of the existence of his mill, for the discovery of gold by Marshall.

The cattle business has by no means been throttled, nor is the State behind hand in dairying and poultry and produce raising. Here enter in the exporters of the State's commodities, men whose ships carry California goods to remote corners of the world. Sailing vessels have in most cases given way to steam, and no longer does the mariner lie hove-to waiting for a favorable breeze. Today fleets of oil steamers also are constantly leaving California's seaports, carrying the product, crude and refined, to foreign markets. In the State's fields well after well is being sunk to increase the output and millions untold are invested in this industry alone; competition is keen and the result has been that vast sums are kept in circulation, to add to the wealth of the community and of its industrial leaders.

Into the forest primeval came the woodsman with his ax. He had worked his way westward clear across the continent, had crossed the Rockies and the Sierra, and now he descended upon the pines and redwoods of California. Soon log rafts began floating down the rivers or were towed down the coast, and mills, springing up overnight, turned out finished lumber at an ever-increasing rate. An industry was thus started which since has grown into huge proportions and has extended itself all over the Pacific Coast. And, as in the case of other lines of endeavor, the burden of this development has fallen upon the shoulders of a few big men, who have devoted money and energy toward blazing the trail.

California would not have all its great power plants, its network of railroads, its steel and concrete bridges, its tunnels and its aqueducts, were it not for its engineers and promoters—and financiers. A host of these pathfinders have placed their marks upon the industries and their development, men whose names are watchwords for scientific progress.

Without capital one may accomplish but little. All the big enterprises that aid in a community's upbuilding needs must have financial backing. It is therefore no small part that the bankers of California have played in molding its history and furthering its commercial and industrial growth. The early-day bankers started in just like all their fellow-immigrants, with dingy offices and small capital. Gold dust flowed into their coffers, however, as the miners returned with their earnings, and gradually, as more trade routes were opened up with the East, business began to boom. William H. Crocker, Frank B. Anderson and I. W. Hellman are typical of the strong, resourceful bankers and capitalists of today.

Manufacturers, contractors, brokers, architects, accountants—all these have helped make many things possible, as have the oil and gas interests and the men behind them; the insurance interests, which protect against poverty after death for the family left behind and against loss from fire or storm or shipwreck at sea, and whose business on the Pacific Coast alone runs away up into the millions annually; and the educators, who have waged unceasing warfare against ignorance.

California's public school system cannot be excelled. Back through the byways in every direction the educators have gone to establish their centers of learning. With three big universities, dozens of colleges, and other institutions where one may specialize in any subject, the State has worked its way up into the forefront in cutting down the percentage of illiteracy. No one with strength and determination need today remain untutored and untrained.

As the years pass by the auto manufacturers and dealers come to be a bigger and bigger factor in every business community. It was not so many years ago that the public scoffed at those who promised to make a "no pushee, no pullee" vehicle that could be adapted to general or individual needs. We scoffed at aeroplanes and dirigibles, too, but they all have taken their places in our daily life. The automobile business is now one of the biggest in the world; yet it is still in its infancy. The electric or gasoline-propelled car has ceased to be a plaything, a toy; it is a public utility.

Look in what direction one will, one sees sturdy men on whose broad backs, as it were, the world is resting. In every branch of human endeavor they are to be found. Their success has been due to personal effort, backed by the laudable ambition to leave mediocrity behind and become of the forceful few. How diversified are the careers of, for instance, inventors, builders of the telephone and telegraph, officers of the Army and Navy, sales agents and managers, public executives and legislators! Then we find the artists, the musicians and the writers appealing to our aesthetic side, furnishing us with the finer things of life.

The Panama-Pacific International Exposition of 1915, San Francisco's great world-show, which this volume helps to commemorate, was not the work of an Aladdin and his Lamp, even though its gorgeousness might have appeared so.

The history of the exposition, like the history of San Francisco and California or of any other State or community, large or small, embodies a succession of personal achievements. It is as if the exposition, in all its splendor of varied beauty, a beauty unsurpassed, were built up as a piece of coral is built up—one particle upon another particle and the whole cemented together, with each human insect adding his mite for the good of all.

Let men band together and they can accomplish anything.

Finally, the story swings around to the legal fraternity and the part it has played in this drama of a State's advancement. And the part has been an important one. In many ways it is the most interesting record of all, for it reflects every other phase of endeavor, bringing out into bold relief the high-lights of California's absorbing history.

No civilization can exist without laws to govern it. This fact was early recognized, here and elsewhere. The ancients inscribed certain "rules for conduct" on stones, setting them up along the principal highways that the public might memorize them. These "rules" were the forerunners of the law. Written later on parchment, they came down through the ages, and aside from certain radical changes consistent with the needs of the times, some of the world-old principles are still in force as the basis for the codes and statutes of later years.

Man's almost every passion involves in some way the prescribed "rules for conduct." His liberty, property rights and bequests, his aims and his controversies, run along in keeping with the law or afoul of it at every stage. He must do certain things, and he must not do certain other things, lest he cause society in some way to suffer. This society, the coalition of mankind, is built up along certain lines of the greatest known perfection. To go outside these lines were to undermine everything; so he who would go outside them is, in one way or another, restricted or punished.

No profession has developed and brought forth more great and influential men than has the law. In every walk of life the attorney wields his power—through the courts. He makes the statutes, he interprets them, and he oftentimes directs the men who apply them. He is an entire library of sociology, civics and economics personified. The tools of his trade, as it is pointed out in Bishop's First Book of the Law, constitute the power that pervades and controls the universe.

California's brilliant lawyers are legion. Their names are still as familiar as are those of Patrick Henry, Robert Ingersoll and Daniel Webster. They range from the brilliant Justice Stephen J. Field and Elisha O. Crosby, the latter of whom helped introduce into California the English common law to replace the civil law of Roman origin, down through the line of Hall McAllister and Samuel M. Wilson, two of the greatest practitioners of their day; Thomas B. Bishop, one of the original directors of the Hastings College of Law; Reuben H. Lloyd, noted for his general cleverness; General William H. L. Barnes, he of the astounding eloquence, and Creed Haymond, "Father of the California Codes," down to the strong lawyers of the present day, such as Charles S. Wheeler, Alex. F. Morrison, Peter F. Dunne, Garrett McEnerney, Gavin McNab, Victor H. Metcalf, Judge Harmon Bell, R. M. Fitzgerald, Curtis Lindley, E. S. Pillsbury, E. J. McCutchen, Nathan H. Frank, John S. Partridge, M. C. Chapman and William C. Crittenden, besides those whose careers are treated at greater length hereafter.

To relate at all chronologically the legal history of California, or that part of it made up of the so-called "high-lights," one is obliged to harken back to the establishment of the missions here in the eighteenth century—for a beginning. The padres set themselves up in the then little known Northern California at about the time Independence Bell was pealing forth its defiance to King George. Mission Dolores was consecrated June 29, 1776; a few months later, January 12, 1777, Santa Clara mission was founded, and in the same year the town of San Jose, near by, came into being. These dates are of interest, particularly that of the founding of San Jose, for this was the first authorized settlement in the State, receiving its authorization from Governor Felipe de Neve, and the first town in California to be ruled by a civil government.

Prior to this, California was a part of New Spain, having the Viceroy of Mexico for its governing power. In 1776 it was attached to the Comandancia-General of the internal provinces, but a few years later reverted again to the Viceroy. The laws were made by the King of Spain and his council at Madrid, transmitted to the Viceroy and finally to the Governor. All over California presidios had been established, and couriers carried the orders from the Governor to the officers in command of these posts.

That period in which California was under Spanish rule was one of the most picturesque in its history. When Mexico, after a fierce struggle with the mother country, won her independence in 1822, Alta California, as it was then known, was for a time apparently forgotten. Without courts, the district's legal controversies were adjudicated by an ecclesiastical body ruled over by Padre Jose Sanchez, then president of the missions. In the latter part of 1836 Mexico made a new set of laws whereby the alcaldes were given jurisdiction in certain civil cases. Subsequently these officials held direct rule under a Governor, the last of which, appointed for California by Mexico, was Pio Pico, a highly respected executive.

Meanwhile, Americans had begun to drift into the territory and take up their residence, and when the United States went to war with Mexico a military governor for California was named. The first of these was Colonel Richard B. Mason, whose term of office extended from May 31, 1847, through the following year when California was ceded to the United States, until April 13, 1849.

It remained for General Bennett Riley, who succeeded Colonel Mason as Governor, to establish what was the nucleus of our present judicial system. By proclamation on June 3, 1849, Governor Riley called for the election of a Superior Court of four judges and a fiscal or Attorney-General, a Judge of the first instance for each district, Alcaldes and Justices of the Peace. In August of the same year John W. Geary was chosen first Alcalde of San Francisco. Peter H. Burnett, Pacificus Ord, Lewis Dent and Jose M. Covarrubias were made Superior Judges, and Frederick Billings was appointed fiscal.

One of the minor Judges, with civil jurisdiction only, was the eccentric William B. Almond, who held sway in San Francisco. Judge Almond had no regular courtroom at first and he often was obliged to hold his sessions outdoors, sometimes in the rain. It is told of him that he allowed only thirty minutes for a trial, and once he had set his mind on a decision, attorneys might as well hold their peace, for no amount of argument would swerve him in the slightest.

Governor Riley's judicial system was the outcome of a series of events that took place in San Francisco about the beginning of 1849. This was the formation by the citizens of what they chose to term the "Legislative Assembly," for the purpose of establishing a new form of civil government for this district. The motives of the fifteen men who constituted the assembly were conceded to be conspicuously upright, although their authority was not recognized. Magistrates and other officials were named and plans were made for the calling of a constitutional convention. But at this juncture Governor Riley came forward with his project for creating a judiciary and, after some hesitation, the citizen body fell into line, then gradually declined in power until it disbanded.

The really epochal change in the legal system of California came with the gold rush of '49. The Argonauts found upon their arrival here a peculiar combination of old customs and new. Americanized as the State was just beginning to appear, there still remained in places the Spanish atmosphere. Legislative enactment was needed, and before long it was secured. But for the time being the courts were "drumhead" affairs of the rough-and-ready sort. San Francisco was the Mecca for the immigrants, and here all the complexities of the early-day life were reflected. Hides were in general circulation as a medium of exchange.

When civilization opens up new pathways there go lawyers, and the stampede toward California was no exception to the rule. Lawyers came aplenty—stern, hardy individuals who were destined to go down through the years as molders of a new empire's government. Their lives were little different from those of the miners, for they were inured to hardships, against which they were forced to struggle unceasingly.

These were the days in which some of California's most noted lawyers got their start. For instance, Stephen J. Field, who was largely responsible for the establishment of old mining customs as the laws of the State, the founding of community property and the development of the Code of Civil Procedure later on. He stands out conspicuously for his position on the Supreme Court bench of the United States as well as for his historic quarrel with Justice David S. Terry, who later was assassinated.

The first session of the State Legislature, which convened December 21, 1849, started in to develop the legal system and make it adequate for the public needs. Peter H. Burnett, who came here from Tennessee and shortly afterward became Governor, pointed out the workings of the civil law in the South and suggested that California adopt a similar code, made up of a combination of the common law of England, the English laws of evidence and commerce, the civil law of Louisiana and the Louisiana Code of Practice.

There was strenuous objection to such a suggestion. The majority of the San Francisco bar, then numbering about a hundred members, favored the common law. Finally the English law was modified and transformed into the "American Common Law," and on April 12, 1850, it went into effect as the "fundamental unwritten law of California."

But meanwhile the State had been provided with a constitution, ratified in November, 1849, and one that has since called forth much praise for the sturdy citizens that drafted it. The judicial system was defined and a supreme court, district, county and probate and justice courts were established. Jurisdiction in each case also was defined, as was the length of the terms of office.

The constitution was formed with the idea that California soon was to become a member of the Union, and in this the framers were not disappointed. On August 7, 1848, the treaty of peace between the United States and Mexico, by which Upper or Alta California was formally ceded to this country, had been ratified by proclamation of Governor Mason. Immediately after the State had provided itself with a constitution and the Legislature had established itself, General Riley, the Military Governor, resigned from office. Then California began governing itself, although its admission to the Union did not come until September 9, 1850.

The first radical change in the provisions of the original constitution was made in September, 1862. For one thing, the Supreme Court was given two additional members and, as reorganized, its judges were Silas W. Sanderson, Lorenzo Sawyer, John Currey, Augustus L. Rhodes and Oscar L. Shafter, all learned jurists commanding the highest respect. Their terms of office were increased from six to ten years and they were given added jurisdiction, as were also District and County Judges.

For the next seventeen years matters judicial ran along in this way in California; but in 1879, when another constitutional convention met, radical changes were deemed necessary, to keep pace with the times and to weed out certain objectionable features. The Supreme Court was enlarged again, this time to seven members, whose terms of office were twelve years, and five commissioners were appointed with power to adjudicate causes referred to them by the supreme tribunal; the Court also was divided into two departments.

This convention brought into force the important provision that, in order to expedite the meting out of justice, no judge of a Superior or Supreme Court could draw his monthly salary unless he made affidavit that no cause submitted to him more than ninety days before remained undecided.

The constitutional amendments known as those of 1879 went into operation in 1880. Under California's Constitution, as variously revised, the citizens of the State have secured substantial justice, without being hemmed in by many of the "freak" provisions that hampered the advancement of other States of the Union.

California is today governed by four well-formulated codes—the Political Code, the Penal Code, the Civil Code and the Code of Civil Procedure. Creed Haymond, as chairman of the Code Commission, with J. C. Burch and Charles Lindley as his associates, wrote the Codes in three years' time. After they had been submitted to an advisory board they were adopted and went into effect January 1, 1873. They were the first complete Codes ever adopted by any State and afterward were widely copied, notably in the revision of the laws of Japan.

The legal development of California has passed through many stirring periods; it has brought forth many famous cases at bar and many famous lawyers. No State's judiciary, perhaps, can point to a more picturesque career. Still vivid in the minds of the older San Franciscans are the days of the criminal band of "Hounds" and the famous Vigilance Committees of 1851 and 1856, vigorously fought by courts and bar as being a brake on the approved forms of delivering justice. Those stirring times will ever remain green in memory.

Back over the years stretches the history of California's great men—men in every walk of life, men destined to make for progress and advancement and who lived out their destinies. To them California owes the fulfillment of its birthright.

C. F. ADAMS

ON first thought there seems to be slight connection between the profession of electrical engineering and the commercial growing of rice. But in the case of Charles F. Adams there is a close connection, for the first led him to engage in the second. Today he is doing electrical contracting under the firm name of the Power Equipment Company, and he also is secretary and treasurer, and one of the principal owners of the Rice Land and Products Company, whose rice-growing project in Colusa County bids fair to become the largest on the Pacific Coast.

Mr. Adams, let it be said at the outset, is perhaps the eldest electrical engineer on the coast in point of actual, continuous experience. When he entered the profession, electricity was doing its first work and its control was largely a matter of guesswork. Since 1883 he has been doing his part in harnessing it and compelling it to do man's service.

Born November 10, 1865, at North Rehoboth, Massachusetts, Mr. Adams is the son of J. S. Adams and Fannie E. (Smith) Adams. His father was a noted inventor. He served through the Civil War in Harper's Ferry arsenal and designed the first hand-grenades that had a definite time-limit for exploding—grenades that were used later in the Franco-Prussian war and even in the present great war in Europe—and one of the first models of breech-loading carbine for cavalry use

After the close of the war, the elder Mr. Adams became one of the pioneer inventors of the Elgin National Watch Company, and for about 16 years developed all the special machines for the manufacture of small screws and steel parts of the Elgin watch. The first commercial electric lights in the Middle West, at Aurora, Illinois, were placed on steel towers designed and constructed by J. S. Adams, and the present high-power electrical transmission tower is but a development of this original type. Even the present tower used for wireless telegraphy is the same type—carried about twice as high—as that invented and constructed by Adams for the lighting system of Detroit, Michigan, in the year 1884.

Charles F. Adams received his education at Elgin, Illinois, and in 1883 commenced work with his father on the development and building of electric-lighting towers. Later he built the systems of towers in Detroit, Indianapolis and Alameda, California. The latter, costing $40,000, was completed just a month before he became of age.

In 1885 Mr. Adams went with the Jenney Electric Company of Indianapolis, where for two years he secured valuable practical experience. Later he was in charge of work for the Edison General Electric Company of Chicago, installing many lighting systems in the Middle West. For seven years, beginning with 1898, he was in charge of the outside construction and expert repair work of the Stanley Electric & Manufacturing Company of Pittsfield, Mass.

The Pacific Gas & Electric Company employed Mr. Adams in 1906 to take charge of the construction of new stations and substations following the San Francisco fire. He designed and constructed stations in San Francisco, Oakland and Berkeley and rebuilt stations and apparatus at Electra, Colgate, De Sabla and Centerville. By his work he assisted largely in bringing about the present high standard of station detail and performance.

He is widely known on the Pacific Coast as an expert in the investigation and correction of engineering "trouble." When a series of disastrous water-wheel wrecks almost crippled the hydro-electric service of one big company, the work of investigation and repair was placed in his charge. Out of a hopeless mass of scrap copper and steel, new dynamos were constructed and new water wheels were designed and built that are still standard. By a system of graphic analysis, never published, errors of the original design were corrected and no failures have occurred on these big units in the last five years of operation.

Leaving the Pacific Gas & Electric Company in 1911, Mr. Adams has since engaged in electrical engineering and contracting. One of his recent projects was the building, in 1915, of the municipal sewage-pumping plant, No. 2, for the City of Sacramento. He has one of the most complete electrical libraries on the Pacific Coast.

The Rice Land and Products Company, in which Mr. Adams is deeply interested, has 3,000 acres of rice covered land, seven miles north of Colusa.

The pumping plants for this enterprise were installed by his firm, and a careful study of this project resulted in his acquiring a permanent interest in rice culture. A rice mill and a large extension of the rice fields will result from his plans.

HUBBARD FOSTER ALEXANDER

THE success of Hubbard F. Alexander—president of the Pacific Alaska Navigation Company (The Admiral Line)—like that of many other transportation men, is the culmination of a life in which hustling methods, keen foresight and the power to execute have been the contributory forces. But, unlike most of those in the same line, or in other fields, he has arrived at the zenith of prosperity in much shorter time despite the fact that he was seemingly handicapped by a most humble beginning.

He started his battle with the world as a longshoreman when only fifteen years of age; but this labor, instead of acting as a deterrent, gave him an experience that was to be useful in after years and developed him physically for a strenuous business life.

Mr. Alexander was born in Colorado Springs, Colorado, August 14, 1879, the son of Edward S. and Emma (Foster) Alexander. His parents were of old New England stock, his father's birthplace being Stamford, Connecticut, while his mother was born at Lowell, Massachusetts. After marriage his parents moved to Colorado, where his father's business interests called them. Eleven years later they moved to Tacoma, Washington.

Mr. Alexander was educated in the public and private schools in Colorado Springs and Tacoma, Washington, but on account of severe financial reverses of his family, left before graduation to work on the docks at Tacoma. After two years at this work he entered the employ of Dodwell, Carlill & Company, who were operating the Northern Pacific Steamship Company to the Orient, and the Washington and Alaska Steamship Company to Alaska. His position with this firm was check-clerk and wharf agent, which he creditably filled until twenty years of age, when he reorganized the Commercial Dock Company, which conducted a general wharfage and shipping business, and of which he became president and manager. He continued in this position for seven years, at the same time acting as agent for many coastwise steamship lines.

The thorough knowledge gained in these various connections led to his election in 1906 as president of the Alaska Pacific Steamship Company, which operates a line between Puget Sound and California ports. He was then twenty-seven years of age and was probably the youngest man in a similar capacity in the country. In 1907 he became general manager of the Alaska Coast Company, which operates a line a distance of 2,000 miles along the Alaska coast, and was elected its president in 1912.

In 1912 the Pacific Alaska Navigation Company was organized, this company taking over both the Alaska Pacific Steamship Company and the Alaska Coast Company and becoming the operating company as well as the holding company, with Mr. Alexander as president. The operation of the Pacific Alaska Navigation Company under this combination covers 3,000 miles of the Pacific coast, from California to Alaska, being the longest all-the-year-around American coastwise service.

The Pacific Alaska Navigation Company is known as "The Admiral Line," all of its vessels being named after admirals of the American Navy.

In addition to these interests Mr. Alexander retains the position of president of the Commercial Dock Company of Tacoma, which was his first business venture and the stepping-stone to his success.

Mr. Alexander is one of the most prominent men in the Northwestern country and is favorably known all over the Pacific slope. He is a member of the Union, Country and Golf and Commercial Clubs of Tacoma, the Rainier and Transportation Clubs of Seattle, the Transportation and Pacific Union Clubs of [illegible] Francisco, the California Club of [illegible] Angeles, and of the Military Order of the Loyal Legion of the United States.

He married, in 1902, Miss Ruth Caldwell of Portland, Oregon, and they have one daughter.

WILLIAM A. BISSELL

THE primary factor that makes for man's success in life is his home training. Let that be as it should be and he cannot go far wrong in carving out his independent career. In the life story of many a man his advancement is explained by this one thing—proper preparation at home for the world's battles.

This applies in every particular to William Ambrose Bissell, assistant traffic manager for the Santa Fe Railway system at San Francisco, and officer or director of a number of California corporations. His was a scholarly environment. Born in 1848 at Lyons, Wayne County, New York, he was the son of Right Reverend W. H. A. Bissell and Martha Cotton (Moulton) Bissell, the former Episcopal Bishop of Vermont from 1868 until his death in 1893. Good books were his and ideals were early imparted to him by his parents.

Following his common school education Mr. Bissell took a course at the Geneva Academy, Geneva, New York. The professions beckoned to him, but the broad field of business held out the stronger appeal and when 16 years old he accepted a minor position with the Michigan Central Railroad at Detroit. After three years there he came to California by way of Panama in March, 1868. At that time California's railway system was not on a very high plane. The Central Pacific was then operating over but ninety miles in the State and it was with this corporation, at Sacramento, that Mr. Bissell associated himself.

In 1870, with the purchase of the San Jose Railroad, he was placed in charge of the traffic department at San Francisco. For thirteen years Mr. Bissell remained with the Central Pacific. In 1883, however, there came a flattering offer from the Texas Pacific Railway and he became that road's Coast agent, with offices in San Francisco. He accepted an even better place in December, 1884, as Coast agent for the Atlantic & Pacific Railroad. This later on became a part of the Atchison Railroad system and Mr. Bissell was made its general freight and passenger agent. By this time he was a recognized leader in railroad circles. In 1894 the Atchison system was reorganized as the Atchison, Topeka & Santa Fe. Mr. Bissell thereupon was transferred to Chicago, but following the purchase in 1900 of the San Francisco and San Joaquin Valley railroads he was brought back to San Francisco as assistant traffic manager; and here he has since remained, in one of the railway's most important executive positions.

When the affairs of the San Francisco-Oakland Terminal Railways came to a crisis in 1913 the United Properties trustees chose Mr. Bissell as president of the railways, to put them back on a firm foundation. In this capacity he served with credit until September, 1914, when he resigned.

During his years of railway service Mr. Bissell has been quietly making judicious investments until today he has large holdings in corporations of various kinds. He is president of the Livermore Water & Power Company, and a director of the Holland Sandstone Company, Lake Tahoe Railway & Transportation Company, Northwestern Pacific Railway Company, Richmond Land Company, Oakland & East Side Railway Company, Santa Fe Terminal Company of California and the Union Savings Bank of Oakland.

Mr. Bissell is in active sympathy with movements that tend to the betterment of the city, the State and the Nation, and does much work as a member of the San Francisco Chamber of Commerce. Of California he believes its future is more brilliant than that of any other State in the Union.

Socially Mr. Bissell is one of the founders of the Transportation Club of San Francisco and is past vice-president of the Pacific Union, as well as a member of the California Club of Los Angeles and of the Athenian Club and Claremont and Sequoia Country Clubs of Oakland. He was married January 7, 1870, to Miss Cora A. Messick and is the father of two grown children, William H. and Daniel R. Bissell. The family home is in Alameda and a part of each summer is spent at a cottage overlooking beautiful Lake Tahoe. Mr. Bissell also owns a ranch near Livermore, where he occasionally spends a few days as a relaxation from his confining duties in the city.

The shaping of Mr. Bissell's career has vitally affected California. For as a railroader he has helped build up districts which, once practically uninhabited by man, have been transformed into prosperous countrysides, linked by the railways with the world's markets.

ANSON S. BLAKE

THAT man's works live after him is a truth that is plainly apparent. Especially does it apply to those works which have to do with the alteration and improvement of the earth's surface to meet the needs of civilization. Digging here and there to remove certain landmarks, and employing wood, stone or concrete with steel and iron to rear certain other landmarks, man has changed things to suit himself, and he has done it well.

The construction man, perhaps more than anyone else, has builded for himself permanent monuments. Generations that come after him may gaze for decades or centuries upon his handiwork, and may make use of the things that have cost him brains and money to make possible—without giving more than a passing thought to what it means to them.

Anson S. Blake, president of the Blake Brothers Company and officer in a number of other concerns of a similar nature, is a man who has spent all his adult life in the upbuilding of the communities in which he has moved about. He has to his credit a number of projects important to the San Francisco bay district, and is one of those stanch business men on whose shoulders much public responsibility rests.

A native of San Francisco, born August 6, 1870, Mr. Blake is the son of Charles T. Blake, himself a prominent contractor in his time, and Harriet (Stiles) Blake. He went through the public grammar schools of this city, was graduated from the Boys' High School in 1887, and subsequently in 1891 finished at the University of California with the degree of A. B.

Almost immediately after leaving school Mr. Blake entered upon his business career. He became secretary of the Bay Rock Company, in which his father was interested, and after two years there accepted a clerkship with the Oakland Paving Company. In 1897 he became the latter concern's secretary and in 1899 its president. In 1904 Mr. Blake organized with Frank W. Bilger the Blake & Bilger Company, which dealt in building materials and conducted a quarry. Two years ago Mr. Blake sold his interests in the Oakland Paving Company to Mr. Bilger, who retired from the Blake & Bilger Company, and the quarrying concern was given its present designation of Blake Brothers Company. Mr. Anson S. Blake is still head of the business, which is of a general contracting and quarrying nature.

One of Mr. Blake's important construction projects was carried out as receiver of the Scofield Construction Company, when he completed the $1,500,000 Government dry dock at Mare Island Navy Yard in 1910. Two contracting concerns failed in the endeavor to carry through the work, which lasted over a period of seven years.

An idea of the huge task that confronted the engineers can be gleaned from the fact that the bottom of the dry dock consists of concrete nine and a half feet thick and that it rests on 12,000 piles. Excavation on the big receptacle was started by a company which, after heroic but unsuccessful attempts to stop the seepage that continually damaged the labor as fast as it was performed, threw up the contract in despair. The Scofield company then took hold of it, and finally Mr. Blake completed it.

In building the dock it was necessary to use 15,000 piles, 90,000 yards of concrete, 1,500 cubic yards of stone and 3,000,000 feet of lumber. The length of the dock is 791 feet. Its width at the bottom is 76 feet and at the top 120 feet. It will hold a vessel drawing 34 feet. The United States Government formally accepted it May 17, 1910, and on the same day the U. S. S. California entered the dock for repairs. This project has since played a big part in making the Mare Island yard the important naval base it is today.

Mr. Blake is also president of the Venice Island Land Company, which has a 3,400 acre reclamation project on the San Joaquin river between Stockton and Antioch. The land has proved valuable for the growing of vegetables and grain. Again, Mr. Blake is vice-president of the Union Dredging Company, which engages in important operations in San Francisco bay and about the deltas of the Sacramento and San Joaquin rivers.

Mr. Blake was married in San Francisco May 17, 1894, to Anita Day Symmes, daughter of Frank J. Symmes. He is a member of the University Club of San Francisco, the Athenian Club and Claremont Country Club of Oakland and the Faculty Club of Berkeley.

THEODORE Z. BLAKEMAN

"A MAN advanced in years," wrote Richard Steele, the famous essayist, "that thinks fit to look back upon his former life and calls that only life which was passed with satisfaction and enjoyment, will find himself very young, if not in his infancy."

Bearing in mind this truth of "The Spectator," Theodore Z. Blakeman, pioneer San Francisco attorney at law, has indeed had a well-rounded career. Roses were not strewn in his pathway. Indeed, he has gone through a great deal of unpleasantness. But it has all been life, real life, and his spirit of optimism has ever prevailed.

Born September 29, 1842, in Green County, Kentucky, Mr. Blakeman is the son of Moses Blakeman, at one time a prominent slave-owner, and of Narcissa (Rhea) Blakeman. He is a descendant of Adam Blakeman, who landed in America in the 17th century and established the first English Episcopal Church, at Stamford, Connecticut. Following his early education in private schools in Greensburg, near his birthplace, Mr. Blakeman entered Georgetown College, and was in his junior year there when the Civil War broke out.

One day in 1863, when Bragg had forced back the Federals and had swept close to Cincinnati, Mr. Blakeman mounted his horse, rode into the Confederate lines and enlisted as a private in the regiment of Colonel Gano. Subsequently he was with Morgan in the famous raid through Ohio. The Confederates found themselves hemmed in and surrender was decided upon. Before this took place, however, Mr. Blakeman and a comrade slipped away in the darkness, procured civilian clothes, and walking boldly into Dayton bought tickets for Detroit. Mr. Blakeman made his way clear to Windsor, Canada, without being once challenged.

At Windsor Mr. Blakeman stopped with the family of John Rodman, a Kentucky lawyer whom the war had forced into temporary exile. The youth took up the study of law under Rodman, and when the latter returned home Mr. Blakeman apprenticed himself to Matthew R. Vankoughnet, a brother of the Chancellor of the Province of Ontario. A few months later, when General Lee surrendered, Mr. Blakeman went to New York and read law in the office of John W. Ashmead, U. S. Attorney General in President Taylor's administration. He was admitted to practice in New York in 1866. In 1867 he went to St. Louis and began practicing after admittance to the State and Federal courts. In 1875 he was admitted to the U. S. Supreme Court and 1880 he came to San Francisco.

Since that time Mr. Blakeman has enjoyed a wide and successful law practice. From 1890 until 1896 he appeared in a notable suit against the Bank of California of San Francisco and the Rideout-Smith Bank of Oroville, in which he represented bondholders of the Spring Valley Gold Company, owners of the big Cherokee mines. The action was very complicated and had for its basis the recovery of the mining property. After taking the case to the Supreme Court Mr. Blakeman won for his clients and the mines were sold some years later for $160,000.

Mr. Blakeman is perhaps best known to the present generation of attorneys by his really remarkable work on behalf of the widow of the late Thomas Bell. When he died in 1892 Bell left an estate valued at $1,200,000. By 1898, for one reason and another, it had dwindled to almost nothing and had $250,000 outstanding debts. At this juncture Mr. Blakeman was retained by the widow.

To begin with, Mr. Blakeman had the executors turned out and in 1902 had Mrs. Bell appointed general administratrix. By suits in equity he then recovered for the estate 14,000 acres of land, on part of which oil had been discovered. By selling part of this the estate has realized $1,780,000, and it still has left 8,000 acres for which it has been offered $2,500,000.

Mr. Blakeman has built up this magnificent estate from next to nothing. In fact his efforts drew from Judge Henshaw of the Supreme Court the statement in open session that:

"I and the members of this court appreciate and have some knowledge of the great volume of evidence that has been required and the vast labor cast upon you, and can bear testimony to the great value of your services to that (Bell) estate."

Such a eulogy as that is so unusual as to be almost unique. It leaves nothing to be added.

LOUIS P. BOARDMAN

AFTER all, there is nothing like being prepared when one sets out to accomplish some certain thing. If a man establish a grocery business, he succeeds if he has trained himself in this field and knows its pitfalls beforehand; he probably fails if he does not know them. It is much the same in any line of work. The professions—the doctor, the lawyer—are particularly required to prepare themselves well if they are to attain anything other than a mediocre success.

Louis P. Boardman owes his achievements as a lawyer largely to the fact that when he had the opportunity to study and learn the rudiments of law he took advantage of it. The result was that Mr. Boardman began doing things immediately after he was admitted to the bar. And he has been doing things—big, important things—ever since.

Born in 1874 at Reno, Nevada, Mr. Boardman is the son of Judge W. M. Boardman and Mariah (Harris) Boardman. His father was prominent in legal circles, both at the bar and on the bench, and three of his four sons, Louis P., Philip C. and Joseph Boardman, have followed in his footsteps by entering the profession also. The elder Boardman was at one time district attorney for Washoe and Story counties, Nevada, and later on was elected judge for the same district.

When it came time for Louis P. Boardman to seek an education he was placed in the hands of private tutors in Reno. Later on he went for a time to the State University of Nevada at Reno, and when about 16 years old came to California with his parents. Soon afterward he entered the University of the Pacific at Santa Clara, but when Stanford University was opened at Palo Alto he enrolled at the new institution of learning as a member of its first class. He was graduated from Stanford with the degree of A. B.

Judge Boardman was at this time practicing law in San Francisco and the son took up his legal studies in his father's offices. Judge Boardman was called away oftentimes to various points in Northern California in the course of his practice, and his son on such occasions carried on the routine work here. This gave him valuable experience along practical lines, experience which he soon was to turn to account.

Louis P. Boardman was admitted to the bar in California and almost immediately afterward represented Theodore Durrant, convicted of murder, in Durrant's appeal to the United States Supreme Court on a question of constitutional law. The lower court's ruling was affirmed by the higher tribunal, but Mr. Boardman was nevertheless complimented on the able manner in which he had prepared the plea.

Mr. Boardman's law practice is of a general nature, though largely confined to civil law. He has appeared a great deal in probate matters and at present represents the widow in the million-dollar estate of the late George K. Porter. This takes him to Los Angeles a great part of the time, although he maintains his permanent offices in the Crocker building, San Francisco.

In politics Mr. Boardman is a Republican. He has not sought political preferment, however, contenting himself merely with working on behalf of his friends.

PHILIP C. BOARDMAN

THERE is such a thing as failing in a business or professional career because one does not realize that, to attain anything worth while, one must "stick close to the job." Pleasures allure and the enticement is too strong; or, perhaps, the mind and heart are not in the work and what seems pleasure in itself to one man appears as dull, grinding labor to another. Once a man lets his interest wander he is almost foredoomed to failure. He might as well quit it all right then.

All of which is but a prelude to the statement that one of the main reasons Philip C. Boardman has succeeded in the practice of law is that he realized all this at the outset. When he entered upon the study of his profession he knew that it would require work—and plenty of it. He was cognizant of the fact that years of close application were before him, and that if he were to make a name for himself among his co-practitioners he must "stick close to the job."

He has done so, and the results have been most gratifying.

Mr. Boardman is a native of Nevada. He was born at Reno, January 14, 1883. His father was Judge W. M. Boardman, at one time district attorney for Washoe and Story Counties, Nevada, and afterward district judge for the same judicial division. He was eminently successful in the law, both as a practitioner and on the bench, and his sons came naturally by their inclination for a similar career. Mr. Boardman's mother was Mariah (Harris) Boardman.

When it came time for Mr. Boardman to seek an education he was sent to the public schools of his home city. When he was but 7 years old his parents moved to California, living for a time at Monterey and Pacific Grove.

In 1900 Philip C. Boardman was graduated from the Monterey County High School. He had long planned to follow in his father's footsteps as a lawyer, as well as in those of his elder brother, Louis P. Boardman, who was at that time associated in practice with Samuel M. Shortridge. He began his law studies in this office, where he remained for a little more than two years. In the early part of 1909, having taken the necessary examinations and passed them, he was admitted to practice in the State courts of California by motion before the District Court of Appeal, First Appellate District. In 1911 he was admitted also to the United States District Court.

Immediately following his admittance Mr. Boardman began practicing alone, and he has continued so until now. His business is of a general nature, although the bulk of his work is in civil law. He has practiced in every court in San Francisco and has appeared in a professional capacity also in nearly every county of California.

One of Mr. Boardman's coups was his rejuvenation of the Combined Oil Company, for which he is general counsel. The concern's property in the North Midway field was, three years or so ago, in debt to the extent of $100,000. Mr. Boardman was retained to take charge of the situation, and he not only put the corporation entirely out of debt but he accumulated for it assets which today are in excess of a quarter of a million dollars. This was another result of close application, coupled with the ability to see through and unravel a complex problem, keeping in touch with all the details as the matter worked itself out.

Although his political leanings are toward the Republican party, Mr. Boardman is a politician in no sense other than that he is naturally interested in anything that affects the city or the nation in which he lives and works. He has never sought office, nor has he been active politically except on behalf of a friend whom he felt worthy of the preferment sought.

His flourishing practice has also kept Mr. Boardman too busy to take part in matters of a social or fraternal nature and he has done little along either line. He is unmarried.

GEORGE O. BRADLEY

GEORGE OLIVER BRADLEY, chief consulting engineer to Colonel Daniel C. Jackling, has designed and constructed mining and metallurgical plants of a greater combined tonnage capacity than has any other one engineer in the world. And for Colonel Jackling alone he has built plants that will exceed in capacity those of any other five metalliferous mining interests in the world put together.

Few persons, perhaps, aside from those personally acquainted with Mr. Bradley, or those whose interests lie in the mining or engineering field, know this important fact. And the reason they do not know it is simply that Mr. Bradley has not told them. Working quietly and without ostentation, sticking close to his duties and making them his paramount interest, he has shunned publicity rather than sought it.

And these are the very reasons why he has been able to accomplish so much in so comparatively few years.

Mr. Bradley is a native of Colorado. He was born at Arvada January 17, 1867, the son of William C. Bradley, a pioneer in the Western transportation field, and Emily F. (Graves) Bradley. After receiving his education in the public schools of Golden, Colorado, Mr. Bradley, while still a youth, served a four years' apprenticeship in machinery and mechanical engineering at Denver.

Immediately following this period of training Mr. Bradley accepted a position as draughtsman for the Moffat mining properties at Leadville. Ever since then he has been associated constantly with the development and advancement of the mining industry in the various districts of the country.

For eighteen years now Mr. Bradley has been associated with Colonel Jackling. Something like a dozen years ago began those famous experiments with low-grade copper ores that marked a new epoch in the growth of the country's copper production. Mr. Bradley worked throughout that campaign which has placed Bingham, Utah, on the map and made of the Utah Copper Company one of the controlling factors in the copper industry of the United States.

At Bingham was discovered a veritable mountain of low-grade porphyry. The ore was comparatively easy to mine, but a deterrent was found in the inability of the miners to make the working of the porphyry commercially profitable. Some of the foremost mining engineers of the nation declared that the ores could not be made to pay.

At Copperton Mr. Bradley designed and built for the Utah Copper Co. a 500-ton experimental reduction plant. Here was taken ore from Bingham, nearby, and here the experiments were carried on. Data collected by means of these experiments not only made possible the project for working the Bingham ores, but it was used in the construction of a plant at Garfield, Utah, with 12,000-ton daily capacity. This plant is now handling 26,000 tons a day.

The mine at Bingham is today world-famous. In character it is unique. By reason of the process which makes it possible to work with profit the low-grade ores, it is also possible to mine with steam shovels. Round and round the mountain of ore the shovels have eaten their way, lessening slowly but none the less surely the vast mineral deposit.

Previous to all this, Mr. Bradley built the plant of the Anaconda Copper Company in Montana. From there he went to Bisbee, Arizona, and erected the copper converting plant of the Copper Queen Consolidated Mining Company. After the completion of this work there followed the designing and building by Mr. Bradley of the reduction works of the Ray Consolidated Copper Company in Arizona and of the Chino Copper Company in New Mexico.

Following his construction of the plant of the Butte & Superior Copper Company, Ltd., at Butte, Montana, Mr. Bradley in 1912 went to Alaska and built the works of the Alaska Gold Mines Company. At the present time Mr. Bradley is designing another gold reduction plant, one of 10,000 tons daily capacity for the Alaska-Juneau Gold Mining Company, a concern controlled by San Francisco and New York interests.

Through all these years Mr. Bradley has worked early and late, without even so much as a vacation. Considering this, his record is easily accounted for.

HERBERT F. BRIGGS

If diversified experience has anything to do with a man's success—and almost anyone will aver that it does have a lot to do with it—then Herbert F. Briggs should accomplish as much in the practice of law as he accomplished in the ministry or in the world of business. For he has really seen life from a great many angles—seen it at its best and at its worst, with plenty of the mediocre in between.

Ever since he was a youth Mr. Briggs had been attracted to the law as a profession. But his desire to become a lawyer was outweighed by another desire, that to help men who needed help. He would have gone into social service had such a thing been as well defined then as it is today. But at that time the church seemed to him to be the only medium through which he could work—so he entered the church.

Mr. Briggs was born March 16, 1866, at Sacramento, California, and his father, Martin Clock Briggs, was a clergyman of the Methodist Episcopal Church. His mother was Ellen (Green) Briggs, a native of New York State. The elder Briggs came to San Francisco on the vessel that brought the news of California's admittance into the Union.

The present Mr. Briggs was educated in the Lincoln School of San Francisco, having moved to this city with his parents when he was about 12 years old. He was graduated from the Alameda High School in 1884, and after attending for a time Evanston Academy at Evanston, Ill., entered Northwestern University of Evanston. He received the degree of A. B. from this institution in 1889, and after three years in the Boston University School of Theology was given the degree of S. T. B. in 1892. The same year, by virtue of independent study, he gained the degree of A. M. from Northwestern.

By this time Mr. Briggs' plans for entering the ministry had crystallized. In 1890 he had entered the California Conference of the Methodist Episcopal Church, and in 1892 he formally entered the ministry, although his final ordination did not come until 1894. His first pastorate was at Los Gatos, California. Three years he remained there, but in 1895 was transferred to Santa Cruz, where he served two years more.

At this juncture Mr. Briggs, desiring to further his erudition the better to equip himself for the work that was to follow, spent a year and a half at the University of Berlin, specializing in New Testament Greek and theology. Then he spent an unusually productive period of six months reading theology in the library of the British Museum in London. He returned home in 1899 to accept the chair of New Testament Greek in the Iliff School of Theology in Denver, but the next year returned to the California Conference.

Placed in charge of the work of the City Missionary Society of San Francisco in 1900, Mr. Briggs occupied the position for one year, or until 1901, when he and his brother, A. H. Briggs, were made joint pastors of Central M. E. Church, San Francisco. In 1903, however, under the firm and honest conviction that he could not accomplish in the ministry what he desired to accomplish he—and his brother also—resigned in good standing and withdrew.

For the succeeding five years Mr. Briggs gained exceedingly valuable experience in the business world, along various lines. During this period he made a business trip around the world, his journey taking him to Africa, England, Australia, the Philippines, Japan, China and Hawaii. By this time the way was open for him to study law, and he took advantage of it, pursuing his work privately for three years. He passed the examinations before the District Court of Appeal and was admitted to the bar May 4, 1911.

Ever since then Mr. Briggs has been practicing law independently. He confines himself largely to civil law, with very little criminal work, and most of his practice is along probate and corporation law lines.

Mr. Briggs is a Republican but not active in politics, although he served as a member of the Board of Library Trustees of Berkeley and also as a member of the Berkeley Board of Education. He belongs to the Masonic order, San Francisco Commandery No. 42, Knights Templar, to the Elks and to the Beta Theta Pi fraternity. He was married August 6, 1892, in Evanston, Ill., to Miss Sara M. Foster. The couple have had two sons, Arthur Foster Briggs, now dead, and Herbert Mitchem Briggs, aged 13.

WILLIAM H. BYINGTON, JR.

THE dealer in financial securities occupies an important place in the business community. If he is capable, if he builds up his clientele and gains the confidence of investors, he may become one of the foremost figures in industrial progress.

Land does not develop itself; money is needed to start colonization going. Industries do not spring into popular favor without much preliminary labor and exploitation and the erection of factories, and for all this there is needed capital. Everywhere one turns one sees industries of a hundred different natures which, were it not for proper financing, would not, could not, exist.

William H. Byington, Jr., dealer in first mortgage bonds and consistent booster for his native State, has for the past decade devoted his time to the financing of California industrial projects. When called upon to provide money for a meritorious business cause, he has gone forth and secured it, no matter how great a sum might be required. His deals have run into the millions, and not only from other sections of the United States but from Europe has the needed capital been brought.

Born August 29, 1882, at Downieville, Sierra County, Mr. Byington is the son of William H. Byington and Nellie Frances (McDonald) Byington. The family removed to San Francisco in 1889 and Mr. Byington attended the public schools of this city, being graduated from Lowell High School in 1901.

In 1902 Mr. Byington entered the law department of the United Railroads of San Francisco as an adjuster of damage claims. He remained with this corporation until 1907 when he became interested in the sale of bonds and entered this new field, where he has since mapped out his career.

At the outset Mr. Byington sold California securities in New York, Boston and Washington, D. C., as well as in other Eastern financial centers. This necessitated his traveling a good deal.

In 1909 he was retained by a group of developers to inspect a large tract of delta land in San Joaquin County. He did so, and on his advice a corporation was organized and began the development, following out Mr. Byington's ideas as to the financial procedure. This project represented something like $1,750,000.

The next big deal came in 1911, when Mr. Byington, on behalf of certain California investors, went to Washington, D. C., and offered Truxtun Beale $3,000,000 for his famous 275,000-acre Tejon ranch in Kern and Los Angeles Counties. Mr. Byington had raised the money and was ready to close the deal at once; but Mr. Beale refused the offer and the plan was stifled.

The same year Mr. Byington branched out and became interested in oil securities. In the same Eastern field in which he had started out he sold first mortgage bonds of producing California oil companies, at the same time handling other strong industrial securities as he had done from the first. His oil operations lasted until 1913. Since then he has handled other high-class bonds in various sections of the country, while maintaining offices in San Francisco.

The great European war, which has been so universally disastrous to the financing of American business schemes, also had its effect upon the operations of Mr. Byington. He was forced to halt two big deals, although they will undoubtedly be carried through to a successful conclusion when the situation gets back to normal again.

Mr. Byington, in one of these deals, brought French capital here for the purpose of a large development project in the San Joaquin Valley. There is involved $2,500,000. French representatives were here from Paris to bring the matter to a close, but were forced by the war to return home.

Mr. Byington has invested heavily in California lands and securities on his own account, being a firm believer in the stability and future of the State. Professionally, he has confined his efforts in the past few years to placing high-grade first mortgage bonds on the Pacific Coast and through the Eastern States.

In 1907 Mr. Byington was married in San Francisco to Celia Breitstein and has one daughter, Virginia, aged 5 years. He confines his social activities largely to membership in the Olympic Club.

RUSSELL W. CANTRELL

WHEN the fire of April, 1906, swept over San Francisco, all but razing the city to the ground, it destroyed, along with hundreds of others, the business of Russell W. Cantrell, who at that time conducted the Sterling Jewelry Company. It also marked a turning point in Mr. Cantrell's life and career.

For some time before the conflagration Mr. Cantrell had been planning to take up the study of law. The fire decided him. From then on he was determined he would carry his stock in trade "under his hat," where it would be at least comparatively safe. Accordingly he studied, was admitted to the bar, began practicing—and more and more each year since has he had cause to congratulate himself on the change.

Mr. Cantrell is a native of San Francisco. He was born August 28, 1881, the son of Joseph B. Cantrell, who was in the mercantile business here, and Catherine T. (Shea) Cantrell. He attended the public schools and in 1898 was graduated from the San Francisco Polytechnic High School.

By this time Mr. Cantrell was looking forward to one day becoming an attorney at law. He was restrained from entering the profession at once, however, by the advice of his father, who believed that no man can understand the law thoroughly unless he be at least 25 years old. This view was the same as that of a chief justice of the Supreme Court, who had himself abided by it and whose own career he offered as proof of his argument.

At the time he left school Mr. Cantrell was still a youth. In casting about for something to occupy his time until the right moment for a law career should be at hand he saw an opportunity as traveling salesman for a firm of diamond importers. He embraced the chance and for the next seven or eight years traveled about on the Pacific Coast, from Alaska as far south as Mexico. This gave him a broad experience in business, which has since proved extremely useful to him.

In 1905 Mr. Cantrell launched the Sterling Jewelry Company, dealing in imported diamonds, fine watches and jewelry, and continuing so until the wiping out of stock and store by the fire. Before the end of the same year he entered Stanford University, where he specialized in law. Two years later, after accomplishing a three-year course—by dint of close application and by attending the summer sessions at the University of California—in two, he returned to San Francisco, took the bar examination and was admitted to practice.

During his second year at college Mr. Cantrell paid his own way by working as an expert accountant for a number of mercantile firms. He had taken up accountancy immediately after leaving high school and had perfected himself in it.

Mr. Cantrell has had practically no practice in the criminal courts. He has confined himself to civil law, specializing in corporation and like work. He also has appeared in numerous cases in the probate courts. At present he represents a son of William A. Nivells, a pioneer miner of Amador and Trinity Counties who died in 1912 leaving an estate supposed to be worth something in the neighborhood of a million dollars. A contest of Nivells' will is shortly to be brought to trial. Mr. Cantrell is general counsel for a number of real estate and other corporations.

What with the stress of his legal practice, Mr. Cantrell has not found time to be active in politics, although he is a stanch supporter of the Democratic cause, and belongs to the Iroquois Club. He also holds membership in the San Francisco Bar Association, the San Francisco Commercial Club and the National Union.

Mr. Cantrell was married February 22, 1908, in San Francisco to Miss Louise Bacigalupi. His home is at 2201 Larkin street.

THOMAS A. CASHIN

ON December 28, 1912, when the first street car was operated on the Geary street line of the Municipal Railways, the new traction enterprise boasted of but 10.90 miles of single track roadway, 9 cars and 56 employes of all kinds. During the four remaining days of the first month the receipts totaled $3,300.60.

On July 1, 1915, a little more than two years and a half later, the Municipal Railways was operating over about 44 miles of single track, and had 168 large type and 29 small type cars and 850 employes of all classes. The first four days of the month brought into the corporation's coffers $26,096.50.

When one considers that the Municipal Railway system was placed almost at once on a paying basis under the management of Superintendent Thomas A. Cashin, there is reflected on Mr. Cashin not a little honor and credit. In fact the success of the municipal enterprise, which has attracted world-wide attention, is attributed in a large degree to Superintendent Cashin's practical experience and his unremitting efforts toward enlargement and betterment of the city of San Francisco's project.

Thomas A. Cashin is a native of San Francisco. He was born here June 19, 1879, the son of D'Arcy M. Cashin, mining promoter and at one time engaged in the ice and cold storage business, and of Kate E. (Taylor) Cashin. Mr. Cashin attended the grammar schools, the Boys' High School and the Polytechnic High School, afterward studying law in the office of A. P. Van Duzer. This was in 1897.

A year and a half later a combination of circumstances made it imperative that Mr. Cashin give up his studies and look for a lucrative position. He became a clerk in the office of the secretary of the Los Angeles Street Railway Company, located in San Francisco, and in the next three years stored up his first experience in street railway work.

A better opportunity then presenting itself, Mr. Cashin went with the old Market Street Railway Company in the capacity of stenographer and timekeeper in the maintenance of way and construction department. From this he went into the accounting department, later becoming material clerk in charge of all materials, and finally became assistant engineer of way and construction.

In 1909 another opportunity for advancement was placed before him. This was the superintendency of the Fresno Traction Company at Fresno, California, and Mr. Cashin accepted. Here his capability and progressiveness manifested itself and he soon had gained an enviable reputation as a practical director of street railway affairs. The result was that when the Municipal Railways of San Francisco became a reality, railway experts recommended Mr. Cashin as superintendent and he was appointed such October 7, 1912.

And let it be said here that the appointment was not involved with politics in any way. Mr. Cashin is a Republican but he is not a politician. He stood on his record, as he stands today, was chosen for the place from among six aspirants and at the time of his appointment knew none of the Supervisors nor was he acquainted even with Mayor Rolph.

Starting in with practically nothing, Superintendent Cashin has built up the Municipal Railways in a remarkable manner. In the first year of its operation the Geary street road paid into the city treasury the total profit above all expenditures of $85,345.80.

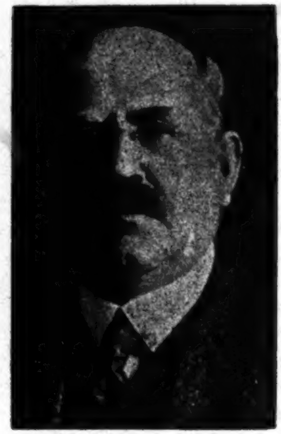
The Geary street line, which originally ran from Geary and Market streets to 33rd avenue and Geary and to 10th avenue and Fulton, was extended to the Ferry and to the beach. Then was added the Van Ness avenue line to the exposition, then the Stockton street line, the Columbus avenue, the Presidio and Ferries, the California street and the Chestnut street, the latter skirting the exposition.

San Francisco's Municipal Railways probably hold the record in the United States for rapid and substantial growth. Today the road is in a healthy financial condition, and in fact it has never known a deficit. Its accounts are kept absolutely according to the system prescribed by the Interstate Commerce Commission and approved by the State Railway Commission, and it is run on a strictly civil service basis. After indicating what the road would pay in taxes and other expenses if privately owned, it is still shown that it is making money. Already it has redeemed $101,000 worth of its outstanding bonds.

Mr. Cashin, the superintendent, belongs to the Elks, the Fresno Sequoia Club and the Indoor Yacht, Transportation and Olympic Clubs of San Francisco. He is unmarried.

JOHN BERTRAND CLAYBERG

FORTY strenuous years has Judge John Bertrand Clayberg spent as a member of the legal fraternity—forty years that have brought to him manifold honors and a varied experience. One-time chief of the Supreme Court Commission of Montana, he is also considered an expert on mining and irrigation laws and for years has lectured on those subjects in some of the leading universities of the country.



Judge Clayberg was born October 8, 1853, at Cuba, Illinois. His father was George Clayberg, a farmer, and his mother Elizabeth (Baughman) Clayberg. He was educated in the public schools of his birthplace and in 1875 was awarded the degree of LL. B. by the University of Michigan. From 1874 until 1876 he was in the office of Thomas M. Cooley of Ann Arbor, the eminent judge and author and at that time dean of the law department of the University of Michigan, employed in writing notes and preparing memoranda for Judge Cooley's works on Taxation and Torts, which have been considered authority on those subjects for many years. He was admitted to the bar at Ann Arbor March 20, 1875.

Upon leaving Judge Cooley's office, Judge Clayberg opened law offices in Lansing, Michigan, in partnership with S. L. Kilbourne. A year later he removed to Alpena, Michigan, and formed a partnership with Robert J. Kelley. This continued five years, when it was dissolved and Judge Clayberg went into association with George H. Sleator.

In the fall of 1884 Judge Clayberg came west to Helena, Montana, and became a law partner of Thomas H. Carter. When Carter went to Congress, in 1889, Judge Clayberg formed a new association with N. W. McConnell, Chief Justice of the Montana Supreme Court. The same year, 1889, Judge Clayberg was honored by the appointment, coming from Governor Preston B. Leslie, to the office of Attorney General of the Territory of Montana.

After admitting to the partnership M. S. Gunn, Judge Clayberg's firm in 1894 opened a branch office in Butte. Then followed various changes until September, 1912, when Judge Clayberg removed to San Francisco, where he continues to practice in partnership with Welles Whitmore.

Judge Clayberg has appeared in various cases of great importance, particularly in Montana. He was in the famous Drum-Lummon mining litigation, which was litigated most vigorously by many prominent mining lawyers of the United States for twenty-seven years, and different phases of which went to the United States Supreme Court six or seven times. In this litigation the Supreme Court finally established many important points in mining law. He also was in the A. J. Davis will case at Butte, wherein was involved an estate valued at about $10,000,000. Bob Ingersoll was associated with him as one of the attorneys. This litigation extended over 22 years and in its various phases was before the Supreme Court of Montana some ten or twelve times. Several millions of dollars also was involved in the long drawn-out litigation between F. Augustus Heinze and the Amalgamated Copper Company, covering a period of ten years. During this entire litigation Judge Clayberg was counsel for Heinze.

In 1903 Judge Clayberg was appointed chief of the Supreme Court Commission of Montana, which was organized for the purpose of assisting the Supreme Court in deciding a great accumulation of cases and in clearing its calendar. During the two-year existence of this commission Judge Clayberg wrote some 87 of the opinions of this court, which may be found in volumes 28 to 32 of the Montana reports.

In 1891 Judge Clayberg was called to lecture on mining law in the law department of his alma mater, University of Michigan, and for 24 years continued as non-resident lecturer there. About 1903 he added to his course lectures on irrigation law. He also lectured on mining law at Columbia University, and from 1903 to 1905 at the Montana School of Mines at Butte. He gave Stanford University a course of lectures on extra-lateral rights in 1913, and in 1914 lectured on the Drum-Lummon mining litigation before the law department of the University of California. By invitation, he read papers on the law of "Percolating Water" before the San Francisco Bar Association. He is the author of the article on "Mines and Minerals" published in the Cyclopaedia of Law and Procedure (commonly known as "Cyc"), which is considered as authority on the subjects. He has contributed liberally to legal publications for the past quarter of a century.

Judge Clayberg organized a law department at the University of Montana in 1911 and was made honorary dean, filling the chair of mining law and code pleadings until 1912. He is still consulting dean and lecturer on mining law for the institution.

ALFRED AUSTEN COHEN

THE province of an attorney at law is just as he himself defines it. He may restrict himself to the preparation and trial of legal issues after the controversy has reached the point where only a court can settle it; he may act, rather, in an advisory capacity, with the idea of forestalling lawsuits or of compromising without going into court at all—or he may make of himself a combination of lawyer and business promoter, thereby assuming a double role.

Alfred Austen Cohen has extended his operations as an attorney so as to include all of these. When he was but 21 years old he organized and financed the Jamaica Storage Warehouse Company in New York City, with $100,000 capital stock, fully paid up. Within the past year he has promoted successfully the $1,000,000 Independent Ice & Cold Storage Company of San Francisco, which bids fair to become one of the largest corporations of its kind on the Pacific Coast.

Born November 4, 1886, in New York City, Mr. Cohen is the son of Koppel Cohen, a builder, and Anne (Rosenthal) Cohen. He attended the public schools and the Jamaica High School of New York City, and from there went to the law school of the University of Denver. After about a year at this institution he continued his studies at the Brooklyn Law School of St. Lawrence University, Brooklyn, N. Y., and finished the course in 1907.

It was just after he finished school that Mr. Cohen, seeing the opportunity to launch a warehouse enterprise, organized the Jamaica Storage Warehouse Company, of which he became president and general manager. In the succeeding four years he became prominent in this field of business, being a member of the executive committee of the New York Furniture Warehousemen's Association. He still represents, in a legal way, a number of warehouse concerns, and occasionally writes legal opinions on such matters for storage warehouses all over the country.

In 1911 Mr. Cohen came to Nevada and was admitted to the bar in October of that year before the Supreme Court at Carson City. A few days later he gained admittance also before the Supreme Court of California at Sacramento. He practiced at Reno, however, until June 1, 1913, when he came to San Francisco and opened offices here. While in Nevada he was attorney for a number of corporations, among them the Union Oil Company and the Pacific Telephone & Telegraph Company. He is at present general counsel for several corporations in this city, and also is the legal representative of the San Francisco Property Owners' Association.

After a year of preliminary work and negotiations, Mr. Cohen caused to be incorporated June 4, 1915, the Independent Ice & Cold Storage Company, by the aid of Eastern capital. The capitalization of $1,000,000 is fully paid up and the concern will begin actual operations as soon as its factory is completed. At the outset the company will confine itself largely to a development of the local market, but later on it will extend its business throughout the State. It expects to offer strong competition in the manufacturing and sale of ice and in the maintenance and operation of cold storage warehouses. Mr. Cohen is a director of the new corporation and its general attorney.

Mr. Cohen is a member of the San Francisco Bar Association, the San Francisco Commercial Club, the New York Society of California and of the Independent Order of B'nai B'rith. He was married in San Francisco April 21, 1915, to Edna B. Sonnenfeld, daughter of Abraham and Ida Meyer Brown, and resides at the Richelieu Hotel. His offices are in the Insurance Exchange building.

Although he may be classed among the younger generation of San Francisco attorneys, Mr. Cohen has already carved out for himself a career that many older members of his profession might well envy. He has found a happy combination of abilities. He was long enough in business to learn its tenets as thoroughly as he has learned those of the profession of the law. And with such a "stock in trade," many more big things—things that ultimately will prove a great benefit to the community—may well be expected of him.

FRANCIS M. COLVIN

ALL the world admires a self-made man. The one who fights his way alone against adversity in hewing out a career has certain attributes not found in the individual who gets assistance over the rough places. And they are attributes which have much to do with our civilization.

Had Francis Marion Colvin, San Francisco attorney, been overchary in his youth of soiling his hands with work or of burning the midnight oil over some volume of learning—this story probably would not be told. But he was not, so long as he gained the end he sought.

Francis M. Colvin was born March 21, 1870, on a farm in Oswego County, New York, son of John C. Colvin and Susan B. (Wallace) Colvin. The winter months found him at school and the summer months he spent helping his father till the farm. Time that might have been passed in play he employed in clearing land and plowing, and hauling tan-bark and railroad ties with an ox team. Thus he learned, when still a mere boy, what it meant to work for what he received. At times he "hired out" as farm hand to neighbors. The job always was tough, the pay always slight; but what pennies he could spare went for books, which he read with avidity.

How hard earned was Mr. Colvin's money may be illustrated by a story. One winter there was an unusually heavy snowfall and the snow banked up five or six feet deep on the schoolhouse and outbuildings. Fearing it would cause damage the school trustees employed young Colvin to shovel it off. The work was difficult, the climbing dangerous; but the boy accomplished it satisfactorily, whereupon he received —twenty-five cents. And to collect the money he had to walk twelve miles through the snow for an order from the school clerk, return it to the trustees for their signatures, take it back to the clerk to be signed by him, then present it to the school treasurer for payment!

When thirteen years old Mr. Colvin left home to make his own way. He continued attending school and working at odd jobs, by which he managed to support himself. At fifteen he began a course at Leonardsville Academy, Leonardsville, New York, working his way through in three years. He specialized in pedagogy, and after passing the examinations was, at the age of eighteen, a licensed school teacher. His first school was at East Winfield, New York, where he taught a year, then removed to Nebraska and taught there another year. The Far West attracted him and he went to Western Washington, where he taught eight years more.

Mr. Colvin was essentially of that sturdy type of schoolmaster who sets an example of thrift as well as of conduct before his pupils. During the vacation period he worked the harder. One year he donned overalls and secured a place as laborer on the grading of the C. B. & Q. Railroad in Nebraska. Another he labored in a brickyard; again he lived the rough life of the logging camp; and still again he pushed a wheelbarrow on the grade of the Seattle, Lake Shore & Eastern Railroad. In Washington he successfully handled real estate and insurance as a side line and one year, between school seasons, pursued the same work in San Francisco.

Where there is a determination to succeed, there usually is a way. Mr. Colvin found it by taking up two Government claims of 320 acres, one a homestead. The latter was in the midst of a dense forest four miles from the nearest neighbor and in order to perfect his title Mr. Colvin was obliged to build a cabin and live there. He broke a trail through virtually primeval woods and spent upward of six years in this sylvan retreat. There was where the plucky schoolmaster really learned the value of good books as companions. Carrying his books into the woods on his back he delved into them, gaining a thorough knowledge of general literature. At the same time he became an expert woodsman and horseman.

Abandoning teaching in 1898, Mr. Colvin traveled for a year selling furniture. His spare moments he had spent studying law. In 1899 he became a student in the office of John W. James of Anaconda, Montana, working in the copper mills to pay his way. Subsequently he attended Northern Indiana University, graduated and entered the law department of Yale, which awarded him his LL.B. in June, 1905. After several months of special study he was admitted to the bar in California in 1906 and has since practiced law in San Francisco with ever-increasing success.

HENRY LYSANDER CORSON

IF a man is to accomplish anything in his struggle with the world, he must have the backing of capital, which may be either money or a certain amount of "mother wit." Just how much capital, and what sort, is required to attain success depends largely upon the man himself. Some men have been enabled to get a start with as little as a dollar; in the case of some others, ten thousand dollars would not be half enough.

When Henry Lysander Corson, now a San Francisco attorney at law, started out to secure a practical education in the Dirigo Business College at Augusta, Maine, his father gave him $100. Thereafter he made his own way, teaching school that he might attend school, and otherwise bestirring himself for a livelihood.

Mr. Corson was born on a farm in Canaan, Maine, July 26, 1870. His parents were Lysander Hartwell Corson and Susan C. (Morrison) Corson and was the youngest of a family of seven, nearly all of whom came to California in the early days and still reside here.

Following his early education in the public schools of Canaan, Mr. Corson went to Augusta to attend business college. When he was graduated from this institution, in 1889, he was planning on a business career, but six months as a baker's employe caused him to change his mind and to decide that his education was incomplete.

Mr. Corson was naturally precocious in his books. He had not been enabled to attend school between the age of 13 and 17, but when he did get the opportunity he took full advantage of it. He attended East Corinth Academy at East Corinth, Maine, for a time, then taught for about a year in country schools, two terms at Skowegan and one term at Clinton. Wishing to prepare himself for college he entered Higgins' Classical Institution at Charleston, largely because a school teacher of his youth was then principal there. He was graduated from Higgins' in 1892 with the college preparatory degree, being one of the Institution's first alumni.

Finances—or, rather, the lack of them—still stood between Mr. Corson and the coveted college course. To overcome this he went back to teaching. For a year he was principal of the high school at New Vineyard, Maine, thereafter accepting a better position as principal of the Standish, Maine, high school, and after another year going to a still better post as principal of the high school at York Harbor, Maine. Then, being in a position to carry out his plans, he matriculated at Colby College of Waterville, Maine, which graduated him in 1898 with the degree of A. B. While in college Mr. Corson became a member of the Chi Chapter of the Zeta Psi fraternity, and was particularly active in student affairs. His class was the largest that had ever entered Colby up to that time, and it carried away with it more championships of various kinds than any preceding class. Although not an athlete himself, Mr. Corson was elected general manager of the college athletics for a year. He managed the football team of '97, which, for the first time in Colby's history, overcame every eleven in sight, losing not a single game.

Leaving Colby, Mr. Corson began his study of the law in the offices of Edmund F. Webb of Waterville, then one of the best-known lawyers in Maine. Soon afterward Mr. Webb died, and Senator Charles F. Johnson took over his offices. With him Mr. Corson continued his studies until he was admitted to the bar before the Supreme Court of Maine at Bath on August 28, 1900, after which he practiced his profession in Waterville for about a year.

In 1901 Mr. Corson came west to California and was married February 21, 1901, to Miss Eva Carolyn Shorey of Oakland, who was, and still is, well known as a singer. He was admitted to the practice of law in California May 4, 1901, and a month or so later opened offices in San Francisco, where he has continued in general law practice ever since, with considerable corporation and probate work. Today he is president and general counsel of the Gold Star Mining Co., general counsel for the King Placer Mining Co., and has been counsel for the Knights of the Maccabees. He is past-president of the State of Maine Society of California and a member of the Iroquois Club, has held various offices in the fraternal orders of the Masons, Druids and Maccabees, and is a Knights Templar.

Mr. Corson is a nephew of the late Dighton Corson, a renowned lawyer, once Attorney General of Nevada and later Chief Justice of the Supreme Court of South Dakota.

JOSEPH B. CORYELL

FOR more than a quarter of a century Joseph Belleau Coryell has been a part of the business life of San Francisco and California. Starting in in a small way, he has advanced step by step until today his interests are among the most important in the State. And he has acquired them all by keen foresight, close application and the ability to grasp an opportunity when it appeared to him.

When the late E. H. Harriman, some years ago, was just beginning to extend his holdings in the West, and at a time when he needed a representative of proved ability on this coast, he chose Mr. Coryell as the man for the place. Subsequently Mr. Coryell did much valuable work for the railroad magnate. One of the direct results was that he was offered the presidency of a railroad, but this he declined, preferring to devote himself to his private projects. He is still interested in Harriman affairs.

A native of San Francisco, Mr. Coryell was born June 4, 1871. His father was Dr. John R. Coryell, at one time a widely-known physician, and his mother was Zoe Christine (Belleau) Coryell.

Following his education Mr. Coryell, after casting about for a bit, looking over the field with an eye to the future, decided that the real estate business offered unusual advantages. Accordingly he opened a real estate office in San Francisco in 1888. Real estate has been his forte ever since, although he had branched out in a number of other directions as an investor.

In the course of his activities Mr. Coryell began pondering over the probable growth of the city and the directions in which it was most likely to expand. Land that he believed to be well situated he acquired, and it was not long before his prognostications began coming true. Today he owns more spur-track property than any other man in San Francisco.

It is largely by reason of his operations on Islais Creek, however, that Mr. Coryell has become locally famous for his keen business foresight. "Nerve" is the only word that expresses the opinion of San Francisco financiers and realty dealers when first they saw Mr. Coryell begin the acquirement of the blocks of mud flats on the south side of Islais Creek. No man, they reasoned, could possibly risk his money on those unsightly swamps unless he were possessed of colossal nerve.

This Mr. Coryell had, without doubt. And the very ones who declared at the time that the future was too uncertain to risk such an investment, have long since expressed their complete respect for the wisdom of the man; for the new San Francisco harbor project on Islais Creek has become a reality, for which condemnations have been carried on under what is known as the India Basin Act by the State of California.

With his wonderful foresight Mr. Coryell saw, what everyone else seemed blind to, that nowhere else on the San Francisco waterfront were there lands available in the future for manufacturing purposes. He saw, too, that the terminal building operations of the three great transcontinental railroads entering California must, of necessity, group themselves about Islais Creek especially since the franchise for the Southern Pacific and the Santa Fe's joint line on Kentucky street bound the two railroads to build a steel drawbridge over the Islais channel on demand.

He could not overlook this assembling of railroad terminal facilities in the heart of the only waterfront land left in San Francisco available for factory purposes; nor that the interests around Islais Creek, railroad, lumber and the like, already established, were going to demand the clearing and deepening of that waterway. Here was in sight a combination of land and water shipping facilities unequaled anywhere. To a far-seeing man like Mr. Coryell the possibilities were obvious.

He had the nerve to back his judgment and the initiative to put it into effect. He was alone in both. He is the only man who has spent his money to improve lands on San Francisco's waterfront in anticipation of the coming large influx of manufacturers. And as a result of his purchases on Islais Creek he is now the largest individual owner of waterfront sites in San Francisco, and the owner of the only waterfront property now available for factories. No one else owns any free waterfront property in this city. All the rest is held either by the State, the city or by private corporations which are making use of it.

To men of stanch hearts and unswerving loyalty and hope—men like Joseph B. Coryell—San Francisco owes her bigger and better existence as the metropolis of the West.

JOHN HAMMOND CRABBE

NOWHERE, perhaps, can one crowd so much varied experience into so short a period as in the newspaper "game." Becoming familiar, as one does, with every walk of life, seeing men with all their foibles and hidden characteristics bared to the gaze—no wonder such a profession makes for worldly wisdom. And by virtue of this wisdom does it generally make for success in another sphere later on.

John Hammond Crabbe, attorney at law, rounded out his education by a turn in the newspaper business. For 14 months he was city editor of the Chico Daily Enterprise and for 8 months more a reporter on the Woodland Mail; he still is a newspaper man in a way, for since 1905 he has held credentials of the Northern Press Syndicate.

Born October 14, 1880, at Charlottetown, Prince Edward Island, Mr. Crabbe is the son of William and Lavinia Emily (Prowse) Crabbe. In 1884 he came with his parents to California and later attended school at Nimshew, Butte County. Subsequently the family removed to a place on Butte Creek and Mr. Crabbe was obliged to ride horseback about seven miles over two mountain ranges to West Branch school in Big Chico Canyon. Moving again in 1896 to Chico, Mr. Crabbe was graduated from the grammar schools in 1900 and entered the Chico State Normal, finishing in January, 1905. To pay his own way, he worked in the saw mills during vacation. He was very active during his Normal course. He was captain of the football, baseball and basketball teams; member of the track team; president of the associated student body and of the Ilakawinn Debating Society; delegate to the Sacramento Valley Interscholastic Athletic League; editor of the Normal Record and for a year Normal reporter on the Chico Enterprise.

Also, during four years, Mr. Crabbe was a member of Company A, Second Regiment Infantry, National Guard of California, and as such served a month in Oakland and San Francisco following the 1906 fire. He served seven years with the Chico Volunteer Fire Department and for a year was its foreman, as well as member of the hose team that held the State record for racing. He received a certificate of exemption from engine company No. 2.

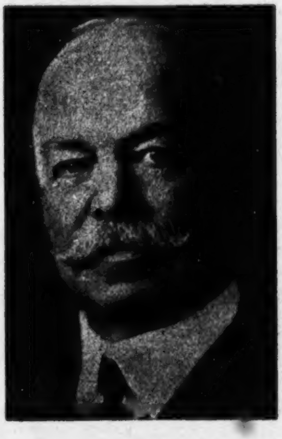
In March, 1907, after two years as a newspaper man, Mr. Crabbe came to San Francisco and took a course in stenography from the San Francisco Business College. After several months in mercantile establishments he was employed, in February, 1908, as stenographer and law clerk for John O'Gara, then assistant district attorney. He studied law at odd moments and in the evenings and was admitted to the bar May 13, 1910, in the District Court of Appeal in San Francisco. He was admitted to the U. S. District and Circuit Courts May 14, 1910. Until January, 1912, he practiced and at the same time acted as clerk for leading lawyers of the city. He then opened offices for himself at 947 Pacific building.

Mr. Crabbe confines himself largely to civil practice, particularly probate and contract law. He has been retained in several cases of note; within five years after beginning practice he was retained by one side or the other in personal injury damage suits aggregating more than $100,000. He was one of the two attorneys who represented Lavinia Crabbe, as administratrix of the estate of William R. Crabbe, in a damage suit against the Mammoth Channel Gold Mining Company, in which a Butte County jury awarded a unanimous verdict of $20,000, the largest personal injury damages ever given in the County. The case was the first prosecuted under the Workman's Compensation law.

Another hard-fought case in which Mr. Crabbe was employed was that involving the competency of Mrs. Louella Noonan Stapleton. Mr. Crabbe and his associates, after an eight-day jury trial in San Francisco, succeeded in restoring to competency their client, who owned property worth about $100,000. He is also one of the attorneys in an important will contest pending in Buchanan County, Missouri, and in a similar action pending before the Superior Court of San Diego County, California.

Mr. Crabbe has traveled extensively, professionally and for pleasure. He is prominent in the Masons, belonging to King Solomon's Lodge No. 260, F. & A. M.; King Solomon's Chapter No. 95, R. A. M.; California Commandery No. 1, K. T.; and Islam Temple of Shriners; he holds membership also in the San Francisco Bar Association, California State Automobile Association, American Automobile Association, Mentor Association and the Betsy Ross Memorial Association of Philadelphia. He is a lover of the best in literature, art and music and enjoys motoring as a relaxation. He was married in San Francisco in 1908 to Mary Freeman Armstrong.

CHARLES H. CROCKER



THE correct way thoroughly to learn a business or profession is to start in at the bottom and work one's way upward until the highest pinnacle is attained. The man who does this is reasonably certain that when he at length reaches the goal he will be able to maintain himself there; the man who gets there by the money or influence route is, on the other hand, as the insurance agent would say, a decidedly bad risk.

When H. S. Crocker, founder of the flourishing publishing and stationery house of H. S. Crocker Company, introduced into the business his son, Charles Henry Crocker, he encouraged the young man to begin right at the beginning and work his way up. Charles H. Crocker heeded the advice and followed it. Today he is at the head of the business.

Mr. Crocker was born August 29, 1865, at Sacramento, in whose public schools he received his early training. When nine years old he came to San Francisco with his parents and attended the public schools of this city, matriculating in 1883 at the University of California. He was graduated in 1887 with the degree of A. B. His business training began at once.

The house of Crocker was established in 1856 at Sacramento. In 1872 the San Francisco branch was opened and gradually the branch outgrew the parent establishment, although the latter is still maintained. In 1890 the business was incorporated under the name of H. S. Crocker Company. In 1912 the stationery and publishing concern of Cunningham, Curtiss & Welch of San Francisco and Los Angeles was purchased. This gives the Crocker company three houses, those at San Francisco and Sacramento under its own name and that at Los Angeles retaining the name of Cunningham, Curtiss & Welsh Company.

At the outset the present Mr. Crocker became an apprentice in his father's lithographing department. There was no favoritism shown him, no lessening of his work because he was the proprietor's son. Successively, he passed through the printing, binding, engraving and stationery branches, then gained experience as a clerk and at length, proving his general capability, was elected one of the company directors. Subsequently he became treasurer, then vice-president, and upon the death in 1904 of his father, assumed the presidency.

A great deal of the satisfying growth of the combined concern has been due to the unremitting work of Mr. Crocker. Today the H. S. Crocker Company is the largest of its kind west of Chicago. Its stationery, manufacturing and selling department is one of the largest in the United States and it owns the biggest and most up-to-date printing plant this side of St. Louis. Its book stock runs into the millions and it also does a large business in office furniture and fixtures.

What with the exceptional service the company has given in the past, together with an even better service at present made possible by an extension of its plant, "Crocker Quality" has come to have a great deal of significance. Every contract accepted by the H. S. Crocker Company in printing, binding and lithographing is manufactured complete in its own factory, by skilled mechanics; and every bit of work passes through hands of exacting inspectors to insure its faultlessness and worth. This firm is the pioneer railroad ticket printer of the west. Crocker lithographs and blank books, like Crocker stationery, are recognised as standard. Its plant, housed in two immense Class A buildings, contains more than 140,000 square feet of floor space, well lighted, airy and scrupulously clean.

Mr. Crocker is president of the H. S. Crocker Realty Company in addition to being president of the H. S. Crocker Company of San Francisco and Sacramento and of Cunningham, Curtiss & Welch Company of Los Angeles; he is vice-president of the American National Bank and the Italian-American Bank of San Francisco and of the Giant Powder Company, Consolidated; and a director of the Union Sugar Company, the Alameda Sugar Company and the Agricultural Credit Corporation.

He is affiliated with no fraternities, but is a life member of the Olympic Club, commodore of the Pacific Motor Boat Club and holds active membership in the Bohemian Club, San Francisco Press Club, San Francisco Commercial Club and Belvedere Golf and Country Club. He is chairman of the convention committee of the National Association of Stationers, which met in San Francisco in October, 1915.

Mr. Crocker was married in 1905 at Del Monte to Carlotta L. Steiner. His home is at Belvedere.

GEORGE E. CROTHERS

So replete has been the career of George Edward Crothers, Judge of the Superior Court of San Francisco, with those matters considered as really worth while, that to do justice to a narration of them would require a volume. And even then the half would not be told.

Born May 27, 1870, at Wapello, Iowa, he came with his parents to San Jose, California, when he was 13 years old and attended the public schools of the latter place. He entered Leland Stanford Junior University upon its original opening day and received the degree of A. B. in 1895 in the departments of history and political science with its "pioneer" class and the A. M. degree in 1896 in its law department.

In 1896 he was admitted to practice law in the State and Federal courts. He enjoyed a flourishing practice in partnership with his brother, T. G. Crothers, until his appointment without solicitation to the Superior bench August 12, 1913.

Judge Crothers, before this, was one of the three attorneys of record for the executors and trustees in the celebrated litigation over the trust and properties of the estate of the late Senator James G. Fair from 1899 to 1902 and had personal charge of the forgery branch of the litigation.

Under commission from Mrs. Leland Stanford, Judge Crothers and his brother drafted the new section of the State Constitution relative to Stanford University, besides several legislative acts and amendments to the University charter, and prepared re-conveyances of the entire endowment of the institution under the new terms and pursuant to the constitutional amendment. These and other steps were to remedy defects in the form of the endowment grants and in the terms of the trusts constituting the charter of the University, some of which, according to a subsequent Supreme Court decision, would have been fatally defective to the title of the University and its great endowment.

To forestall litigation after Mrs. Stanford's death, Judge Crothers and his brother in 1903 drafted and secured the passage of an act similar to the McEnerney Act, pursuant to which his brother brought suit on behalf of the University trustees against Mrs. Stanford and all the world to establish the validity of the University titles and the terms, validity and legal effect of the University trust conditions. The judgment in this special proceeding is now the final authority governing the actions of the University trustees and its management.

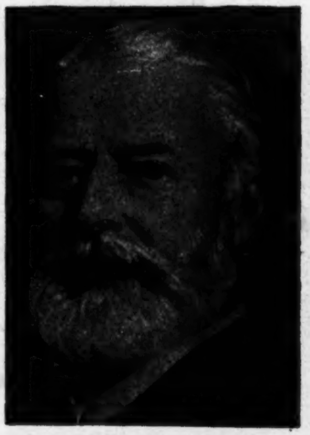
During the closing years of Mrs. Stanford's life Judge Crothers administered, as sole trustee, a trust involving about $6,000,000, and conveyed it to the University at her death without there having been one word of public comment to excite litigation. This saved to the University between $2,000,000 and $3,000,000, owing to the law preventing the giving of more than a third of an estate for charitable or educational purposes by will. It likewise made a legal contest futile. And although he had acted as attorney for the University Trustees in the settlement of the estate, he asked only the same consideration for his work and responsibility in both the special trust and the estate as was shown each of the other two attorneys in the matter of the estate alone, ignoring the large fees allowed him by the legal Code, which were the same as those allowed executors.

One of the important amendments to the University charter, validated by Mr. Crothers' work, was one limiting the term of office of trustees thereafter appointed or elected to ten years. He and Whitelaw Reid were appointed trustees by Mrs. Stanford October 3, 1902, and were the first to serve ten-year terms under this provision. Judge Crothers was the first graduate to be selected as a trustee. He also inaugurated a plan whereby the Alumni Advisory Board will hereafter nominate a succession of graduates of the University as trustees. Judge Crothers is the only graduate of Stanford to be selected twice as president of the alumni association.

Judge Crothers' educational activities have covered an unusually wide field. He has been vice-president of the Association of American Universities, is chairman of the Board of Trustees of the San Francisco State Normal School, and trustee of the Stanford Kindergarten Trust, which maintains five kindergartens in San Francisco, and of the Stanford Union. He is a member of various societies and organizations of national scope.

His endorsement for re-election in 1914 to the Superior bench by the San Francisco Bar Association was by the highest vote given any candidate.

ALLEN A. CURTIS



BOYS and girls of today little realize, when they trudge from their homes a block or two to a convenient schoolhouse, what it meant to their fathers and grandfathers half a century and more ago to acquire an education. Not then, as now, was the schoolhouse just around the corner. Oftentimes it was many weary miles away; and the farmer lad who sought book learning in the forties and fifties of the last century must needs have within him a steadfast determination to better his lot.

The character of Allen Allsopp Curtis needs no better introduction than the statement that while he was obtaining his early education he walked to school three miles, then walked home again and for one year walked five miles each way. This statement explains the whole of Mr. Curtis' subsequent career.

Allen A. Curtis was not only a mining pioneer in Nevada but a redwood lumber pioneer in California. He was born November 1, 1838, near Belleville, Essex County, New Jersey. His father was Melville Curtis, a native of Newton, Lower Falls, Massachusetts, and one of nine brothers, all of them paper manufacturers. Mr. Curtis' mother was born of English parents at Quebec, Canada, her father being Commissary General and a prominent landowner. She was a direct descendant of the Morris brothers of Revolutionary war fame, one of them, Gouverneur Morris, casting his lot with the Colonies while the other remained loyal to King George.

In September, 1859, Mr. Curtis came to California by way of the Isthmus. Making his way to Sacramento he was clerk in a hardware store there until March, 1865, when he went to Austin, Nevada, to take up silver mining. Nevada in those days was far different than the Nevada of today and it was only the hardiest of pioneers that went there.

Mr. Curtis first was secretary of a mining company at Austin. It was not long before his ability, perseverance and integrity were recognized and in 1868 he was made superintendent and manager of the concern. He continued to forge ahead until in 1871 he owned a controlling interest in the property—six years after he started in the business. For several years he was successful in mining. Then came the demonetization of silver, and this so reduced the value of the mining property that Mr. Curtis closed out his Nevada interests in 1885. During the seventeen years that Mr. Curtis managed the property, however, it produced silver to the value of $16,000,000.

While he was the projector in the erection of a quartz mill at Mineral Hills, Elko County, Nevada, and its manager for several years, Mr. Curtis did not devote all his time to wresting silver from the earth—but branched out. He became half owner in the firm of Paxton & Curtis, which owned banks at Austin, Eureka, Belmont and Reno, Nevada. These banks met all claims against them during the panic caused by the temporary closing of the Bank of California of San Francisco. Mr. Curtis also was partner in the firm of Gage, Curtis & Company, which operated a large merchandise store at Austin.

When, in 1885, Mr. Curtis disposed of his Nevada holdings, he returned to California and opened a large redwood lumber plant in the then virgin forests of Eel River, Humboldt County. The plant in which he was interested and which he managed was the nucleus for the town of Scotia. To connect Scotia with the outside world a railroad was constructed by the company to Alton along the Eel River bluffs. This redwood plant then was the largest in California. Mr. Curtis closed out his interests there in 1902 and since has become interested in two redwood plants in Mendocino County.

His Humboldt County railway venture was preceded by his construction and operation of a narrow gauge railroad from the terminus of the Nevada Central Railroad at Reese River Valley to the mines of Lander Hill in the Loyabe range through Austin, Nevada. Mr. Curtis also was at one time county treasurer for Lander County, Nevada, and at another time its county commissioner and built the Episcopal Church at Austin. He was instrumental in the founding of the Bank of Eureka and the Savings Bank of Humboldt County at Eureka, California, and was a director in each several years, as he was also of the Santa Rosa Bank at Santa Rosa, California.

Wide recognition of his ability has come to Mr. Curtis. At the dedication of the Nevada State pavilion at the Panama-Pacific Exposition he was referred to as "a Nevada pioneer of whom we are justly proud." At present his interests lie in several California corporations, among them the Glen Blair Redwood Company and the Pacific Coast Redwood Company.

DR. M. C. M. SOARES d'ALBERGARIA

THERE is enough of romance in the life of Dr. M. C. M. Soares d'Albergaria to furnish material for a set of gripping volumes, for though a son of wealthy parents, people of leisure, he has from the beginning made his own way; and there is enough of versatility in Dr. d'Albergaria's character to command the deepest interest. Mine operator and dealer, author, editor, manufacturer, doctor of medicine and of philosophy, and art connoisseur and collector of rare works of the masters—he has been the central figure in a decidedly unusual career, and today is a successful business man in San Francisco.

Born in 1868 in Horta, Portugal, Dr. d'Albergaria comes of a house widely known in Europe and one which gives him entry to the most exclusive circles. His father was the Earl T. Cardozo M. Soares d'Albergaria of Portugal, and his mother Lady Louiza de la Cerda (Bettencourt) d'Albergaria. Dr. d'Albergaria is a cousin of the Marquis Furnelles and the Baron de Roches of Portugal, as well as of the Viscount de Borges da Silva of the Azores, and the late General Roque, major-general of the Portuguese army, and also of the Ariagos, late of the presidency of Portugal, and of the Lady Cardozo of Horta. Yet he is purely and simply an American—and strictly without the hyphen.

Following a period of instruction under the direction of private tutors, Dr. d'Albergaria ran away from home when twelve years old and came to the United States. He had read numerous alluring books, in which the Western United States was described as fairly teeming with Indians, and as a land where gold lay around just waiting to be picked up. The young, imaginative boy determined to shoot a few Indians and gather up a stock of gold for himself.

His first stop was New Bedford, Massachusetts. From there he went to New York, then came on to California. For three years he made his way here, doing anything he could find to do, and attending school at San Ramon in order to learn the English language. Then he went to Australia whence, after a short time, he went back to Portugal—still a boy, but with many of his illusions shattered. There followed trips through Germany and other parts of Europe, to New York, to San Francisco, to Japan and China and on around the world again: Dr. d'Albergaria has circled the globe three times.

About fifteen years ago he returned to San Francisco. He began dealing in mines, buying, operating and selling them again, in California, Nevada and Idaho. Three or four years before the 1906 fire he started, as a side issue, a perfumery business in San Francisco. Before long he had 486 stations in the United States supplying agents everywhere. The fire all but wiped out this business and for two years Dr. d'Albergaria was abroad. But in 1909 he came back once more and resumed his mining operations, at the same time entering the manufacturing field.

Today he is president of the Fayalense Mining & Milling Co., London Mining & Development Co., Puama Mining Co., Saw Palmetto Mining Co., and others, and sole owner of the d'Albergaria Manufacturing Co. of San Francisco, New York, Chicago and St. Louis, manufacturers of fire department supplies and several other commodities, and also the North Star and Black Warrior mines on the Mother Lode.

Dr. d'Albergaria's fame as an art connoisseur is the result of many years of collecting. He owns Catelo's "Midnight Scene on the Ocean," which artists such as Tojetti, Emilian Schoole of Vienna, and the late Benjamin Constant have pronounced the most realistic marine painting in the world. It was presented to his grand-uncle by Queen Maria Pia, late Queen of Portugal. It is valued at $40,000. Other gems in his collection, which probably is worth in the aggregate $250,000, are masterpieces by Benjamin Constant, A. Schreyer, Jose Madroso, Jacques, Artz and Fortuni. Art lovers from all over visit him to gaze upon these treasures.

In 1898 Dr. d'Albergaria wrote and published in English the romance of "Sanche de Bazan," a work that enjoyed a large sale and which was translated into Spanish, French and German. He has also written prolifically for magazines and newspapers and is at present president and editor-in-chief of Western Life and the Optimist, two weekly publications of editorial comment issued in San Francisco.

Although he is an accredited doctor of medicine, Dr. d'Albergaria has practiced in the profession only for a short period, and that in the late nineties. What with his business and editorial duties, and his relaxation in the field of art, he today finds his time fully occupied.

JAMES R. DAVIS

THERE will ever be romance in the story of a mining camp. The very nature of the thing makes for it. Men flock there with the single determination to wrest from the earth that which will make them immune thereafter from the petty struggles of existence. Some make their stake and go on their way rejoicing. Some fail, and the failures, no doubt, are in most cases largely in the majority.

Of all the big gold "strikes" that have had this country agog at one time or another, that at Goldfield, Nevada, at the beginning of the present century, stands among those of the deepest popular interest. For one thing, it was close to home. For another thing, many of the details of its history were unprecedented.

James R. Davis, president of the Round Mountain Mining Company, is classified among "the big men of Goldfield." Fortune smiled upon him. Years of prospecting over a vast extent of likely looking territory were crowned at last by the most surprising success. And by brains and backbone he has made of his success something to be proud of.

To begin at the beginning, James R. Davis is a native of Indiana, born at Columbus, December 16, 1870. His father was Thomas C. Davis, a farmer, and his mother Martha L. (Ferguson) Davis. When he was young his parents moved to the little town of Minneapolis, Kansas, and in its public school Mr. Davis secured an education. He was but 15 years old, however, when he left school and home and started out to do for himself.

Making his way to Denver, Mr. Davis studied pharmacy for two years. Mining appealed to him more than the drug business, however, and he started out with a prospector's outfit to hunt gold in the Sangre de Cristo range in Colorado. When he had money he prospected; when he didn't have money he mined for others.

Until 1895 Mr. Davis mined in Colorado, with varying success. He then worked his way westward to Arizona and California. The winter of 1895-6 he spent at Randsburg, Kern County, California, and from there he mined and prospected on up through the Panamint range, since made famous by numerous magazine stories, and into the Death Valley country. This consumed the years up to 1900, when Mr. Davis went to Nome, Alaska, for a six-months' sojourn.

The long hoped-for "strike" did not come. Mr. Davis worked his way back to Oregon, thence to California, and the year 1902 found him in Tonopah, Nevada. This heralded the turn of the tide. After prospecting in and about Tonopah and the bordering desert until 1904, Mr. Davis went to Goldfield, which was just beginning to come into notice. He was one of the pioneers in the new field, the big rush not coming until 1905.

With J. P. Loftus, now of Hollywood, Cal., Mr. Davis took what was known as the Loftus-Davis lease on the Sandstorm mine. In November, 1904, they made their first strike, one of the richest surface finds ever known in Goldfield. Ore taken from the first round of holes blasted after the big strike ran on an average $5,000 to the ton. In four months Sandstorm netted Loftus and Davis $140,000 profit.

All this sounds like the wildest fiction. As a matter of fact, it is Goldfield history.

Then Mr. Davis and his partner took a lease on the Combination Fraction mine, the richest lease in the group. In four months it produced $350,000. In 1906, with C. H. Botsford, Loftus and Davis took an option on the Combination mines for $4,000,000. They sold it two weeks later to the Goldfield Consolidated, realizing a profit of 100,000 shares of Consolidated worth then $9 a share—$900,000!

Immediately after this Mr. Davis bought the controlling interest in the Round Mountain Gold Mine, 60 miles north of Tonopah, with Loftus. It was then simply a little prospect hole, not producing. The price was $87,500, with five months in which to pay. In these five months the mine paid for itself; it has since produced about $2,750,000 and Mr. Davis remains president of the company. By taking over the Nevada Hills mine at Fairview, Nevada, about the time he acquired the Round Mountain, Mr. Davis made another handsome profit. This mine, in which he sold his interests in 1910, has produced $2,500,000. The Round Mountain is still a big producer, giving up about $400,000 a year. It is the richest property in the To-qui-ma range.

Mr. Davis, in addition to his other interests, is today a director of the Pioneer Mines Company at Towle, Placer County, Cal., and of the Traffic Oil Company.

S. C. DENSON

"Do unto others as you would like to have them do unto you; do a good act whenever the opportunity offers the chance, and never do an injustice or avoidable injury or unkindness to another; be square in all your actions and always speak the truth, and, finally, practice charity—not merely by giving alms, but in judging the acts and motives of others. This is my conception of true religion, and I think a man who adheres strictly to it will not go to a very bad place in the future state."

This, in a nutshell, is the creed of S. C. Denson, formed after more than half a century in the practice of law in the capacities of judge, prosecutor and simple attorney. It stands today as the retrospect of an interesting and fulsome career, bearing directly on a subject uppermost in Judge Denson's mind—the proper punishment of those who break our laws.

In odd hours Judge Denson has written a book, published in 1914 under the title "Our Criminal Criminal Law," in which he sets forth the problem of the so-called "criminal" as he has found it. His belief—and it is no hurried conclusion—is that we go about the punishment of lawbreakers in a way that degrades them rather than works toward their cure or reformation. By shutting them up and forcing them to live in the very idleness that doubtless helped make for their undoing in the first place, Judge Denson contends, we take away from convicts their chance of rejuvenation.

If a man is wholly and irrevocably bad, says Judge Denson, he should be done away with entirely. But if he is not—and most of them are not—he should be given a chance to feel that he can work his way back to his former position. And this can be attained by letting him work for a stipulated salary, his sentence being that he must earn so much money to regain his freedom. This would make it possible for those dependent upon him to live in the interim.

Judge Denson was born September, 1839, on a farm near Quincy, Illinois, the son of John Denson and Emily (Crawford) Denson. He went from the log schoolhouse to the brick schoolhouse near his home, then in 1857 entered Abingdon College in Knox County, Illinois. He left in 1860, just before graduation, and came behind an ox team across the broad plains to California.

Stopping at Oroville, then a flourishing mining town, Judge Denson mined, did odd jobs, and finally entered the law offices of Joseph Lewis and Thomas Wells as a clerk. For three years he studied law, was admitted to the bar in 1864 and immediately opened an office in Carson City, Nevada. He was a member of the first Nevada legislature and was elected District Attorney. In December, 1868, he returned to California.

Locating this time in Sacramento, Judge Denson became a law partner of Judge H. O. Beatty, father of the late Chief Justice of the Supreme Court of California. In 1876 he was elected District Judge of the Sixth District; four years later, when the new constitution established a Superior Court, he became Judge of the latter body, continuing so for three years, when he resigned.

Until 1888 Judge Denson was a partner of William H. Beatty, in that year elected Chief Justice. In 1889 Judge Denson came to San Francisco. He has since been a member of various partnerships, including one with Judge John J. De Haven, and at present, with his son, H. B. Denson, and A. E. Cooley is senior partner in the firm of Denson, Cooley & Denson.

Judge Denson has specialized in corporation and land law and has appeared in numerous court cases of note. One of these was a suit in equity, to recover the 50,000 acre Norris ranch at Sacramento. There was involved about $2,500,000 and Judge Denson won after taking the case to the United States Supreme Court. Another notable case was the partition of the 43,000 acre Chabolla grant in Sacramento and San Joaquin Counties, which was divided between 150 claimants. Today the land is worth about $8,600,000. Judge Denson is general counsel for the Pacific Coast Steel Company, Pacific Surety Company, Charles Nelson Lumber & Shipping Co., and several others.

For eight years Judge Denson was chairman of the board of trustees of the San Francisco Normal School. He is a past grand master of the Masons and prominent in the order. He is the father of three children, Mrs. D. A. Lindley of Sacramento, Mrs. George M. Mott, Jr., of Oakland and H. B. Denson.

JOHN T. DONALDSON

BEFORE entering into the mining field, John T. Donaldson, president of the Phœnix Gold Mining Company, had already attained success in two other pursuits—ranching and real estate. He has practically given up all his other interests, however, and today devotes most of his time to the development of his mines, he being also controlling stockholder in the Gold Star, of the Alleghany district, Sierra County, which has already produced $1,000,000.

The Phœnix gold mine, which is being operated right along with profit, is on the famous California Mother Lode in the Nevada City district. It is situated in the center of what is considered the best mining section in the world. The Harmony channel, which runs through it for a distance of about a mile, should produce from $1,000,000 to $5,000,000, and on one corner of the property is the famous Selby flat, from which so many millions of dollars were taken a few decades ago in surface digging. The Manzanita mine, with a record of production of $10,000,000, has been worked clear up to the Phœnix boundary line, and a mile and a half away, also on the Mother Lode, is the well-known North Star mine, which has produced more than $25,000,000 in its time.

John T. Donaldson, head of operations at the Phœnix, is a native of Illinois. He was born in 1865 near Chicago on the farm of his father, George W. Donaldson. His mother was Fannie (McDonough) Donaldson, who, with her husband, came to America from near Belfast, Ireland. Two of Mr. Donaldson's maternal ancestors held high rank in the British Army.

Mr. Donaldson attended the public schools near his home and when about 7 years old moved west with his parents and settled at Livermore. Subsequently he attended Professor Smith's College at Livermore for about three years. It had been his intention to become a lawyer and he delved deep into Blackstone during his spare moments. He gave up these plans, however, and did not take the necessary examinations for admittance to practice.

About 1880, after leaving school, Mr. Donaldson moved with his parents to a ranch in the southern part of Monterey County, where he and his father began raising stock. For a quarter of a century he remained a rancher, continuing alone after the death of his father.

Throughout this period Mr. Donaldson was a leader in Monterey County development, giving of both time and money toward the general upbuilding of the community and in inducing settlers to locate Government land. About 1890 he began raising the first wheat ever grown commercially in Monterey County and a few years later introduced the first combined harvester ever operated there. For a time it was necessary to haul the wheat crop 60 miles by team and wagon to Soledad, then the nearest railway terminus.

Abandoning the ranching business in 1905 Mr. Donaldson established himself in Oakland in order to give his children the advantages of an education. Meanwhile he operated extensively in city and country real estate.

In 1907 Mr. Donaldson evolved an idea which since has found great favor among the bankers—a plan for educational insurance. The project was that his company, the National Educational Society, should put out small savings banks in which parents could save money for the future education of their children. At intervals the smaller depositories were to be taken to a designated savings bank and the contents added to a fund which was to be allowed to accumulate. The fund could not be withdrawn until the child was 16 years old, and then only for the purpose of furthering its education, unless, of course, the child died before that age, when the money became a sort of life insurance. If not withdrawn beforehand, the fund was to be allowed to remain in the bank drawing interest until the child became 21 years old, when it was to be paid over if desired.

The project failed because of the fact that it was overtaken by the 1907 money panic, when the general desire was to retrench. The idea has not died, however, for some of the banks are still perpetuating it and find it of great mutual benefit.

Mr. Donaldson was married in 1890 in San Francisco to Cora E. Bresette and is the father of five children: George T. John E., Raymond L., Genevieve and Albert Donaldson. George T. Donaldson, the eldest, now aged 24, is manager of the Ogden store of the F. W. Woolworth Co., and bears the distinction of having been that concern's youngest manager. John E. Donaldson is connected with the Oakland Tribune, and the other three are still attending school.

WALTER E. DORN

ASIDE from his professional work, which has given him a high status among the lawyers of San Francisco and California, Walter E. Dorn has, by his activities in another direction, made himself known from one end of the country to another to literally hundreds of thousands of persons. This is in connection with his upbuilding of the Loyal Order of Moose, which has awarded him the highest honors in its power.

Born in Watsonville, Santa Cruz County, California, October 30, 1870, Mr. Dorn is the son of N. A. J. Dorn and Rebecca Ellen (Walters) Dorn. He attended the public schools of his home city, later the Watsonville High School, and in 1895 was graduated from Hastings College of the Law. He was admitted to the bar on May 25th of the same year.

Starting out to practice his profession alone, Mr. Dorn has done so ever since. His practice has been of a general civil nature though he has specialized, in a way, in commercial law. Today he is general counsel for a number of corporations of more than ordinary size and importance.

For five years, beginning with 1897, he was assistant city attorney of San Francisco under Franklin K. Lane, the present Secretary of the Interior. He is a stanch Republican, although he confines himself to working for the general good of the party or on behalf of a friend, seeking no reward in the shape of a public office for himself.

A little more than five years ago—on August 9, 1910, to be exact—Mr. Dorn organized San Francisco Lodge No. 26, Loyal Order of Moose, a lodge that was to enjoy a growth no less than phenomenal. Less than a year after its formation the lodge had a membership of 4,400 and was the largest of any kind in the world. Mr. Dorn was chosen its first dictator, the title of the ruling officer.

The San Francisco lodge had made the Loyal Order of Moose "sit up and take notice." The Supreme Convention was impatient to see the dictator of the largest lodge and said so. Mr. Dorn accordingly took a big delegation in July, 1911, to Detroit, Michigan, where the Supreme Convention was in session, with the result that he was elected supreme prelate, the third highest office in the order.

At Kansas City, Missouri, the following year Mr. Dorn went up another step when the convention chose him as supreme vice-dictator. And in 1913 at Cincinnati, Ohio, he was elected supreme dictator, after having been a member of the Moose only three years. This, in itself, was a record, but Mr. Dorn later was to set a still higher one.

Meanwhile Mr. Dorn had served a year and a half as dictator of the San Francisco lodge, being for a time both dictator and supreme prelate until he resigned from the lesser office. When his term as supreme dictator expired in August, 1914, he was made a member of the supreme council, the governing body of the order, which is composed of the supreme officers and eight other elected members. This is the first time, by the way, that a supreme dictator of the Moose has been retained in the supreme council.

While Mr. Dorn was supreme dictator he organized the military branch of the Moose along the lines of the United States Army. In the one year he organized 611 companies in as many lodges of the order, and formed them into regiments of twelve companies each. There are four Moose regiments in California alone and the 1,600 lodges of Moose, with their combined membership of 610,000, have in their drill teams more men than the country's standing army.

Mr. Dorn's crowning coup came with his preparations for Moose Day at the Panama-Pacific International Exposition on July 25, 1915. He succeeded in getting out for the parade detachments of the Army and the Navy on a Sunday, thereby breaking a rule that had been in force for the past sixty years. Considering the rule one of convenience rather than of necessity, Mr. Dorn left no stone unturned to have his requests granted. He went to the Secretary of the Navy, to the Secretary of War and even to the Vice-President—who is himself a Moose—and Congressmen and Senators sent wire after wire to Washington on his behalf. The result was one of the finest parades of the exposition year.

Mr. Dorn belongs to a number of fraternal orders besides the Moose. He was married August 17, 1895, in San Francisco to Ellen J. O'Reilly and is the father of five children.

JOHN WEBSTER DORSEY

EVERY business or professional man who is kept close to his duties is in need of some form of physical relaxation. He leaves his office or establishment, forgets it for a time and comes back refreshed not only in body but in mind as well.

John Webster Dorsey, for many years a practicing attorney of San Francisco, takes his relaxation in fishing and hunting. And, as is his habit in other lines, he excels in both. When he goes after game he usually seeks big game—and gets it. When he fishes, he casts his line into the deep sea and hauls out something a little smaller than a whale.

Most of Mr. Dorsey's fishing is done off Santa Catalina and Clemente islands. He is a member of the Tuna Club and catches, besides tuna, sword-fish, yellow-tail, black sea bass and jew-fish. In 1912, with William B. Sharp, he effected the biggest catch of sword-fish ever made in a similar manner. In five days the two caught twelve giant sword-fish, ranging in weight from 155 to 260 pounds apiece. When one takes into consideration the real danger that lies in this sport, the feat may be appreciated.

In trap-shooting and hunting Mr. Dorsey has captured numerous medals and trophies. He belongs to the Empire Gun Club for duck shooting, and in fact holds membership in nearly every organization of this nature in California. Hunting trips to Alaska have brought him many trophies in the way of moose, caribou, deer, antelope and other big game.

Mr. Dorsey was born June 4, 1852, on a farm in Harford County, Maryland. His father, Algernon Sidney Dorsey, was in the cattle and ranching business in California in the early fifties, later returning East. His mother was Mary Alice (Webster) Dorsey. His maternal grandfather was John A. Webster, a cousin to Daniel Webster. John A. Webster distinguished himself in the war of 1812 by defending the City of Baltimore from the British. He was a captain in the Navy, as was his son, John A. Webster, Jr., subsequently.

Following his attendance at the public schools of his birthplace, and of Baltimore, Mr. Dorsey entered Delaware College at Newark and was graduated in 1875. The same year he came West and settled in Elko, Nevada, taking up the study of law in the office of Rand & Van Fleet, the latter now Federal Judge at San Francisco. He was admitted to the bar in 1877 and practiced law in Elko until 1891, the latter part of the time with George Baker and J. L. Wines. In 1891 the firm opened offices in San Francisco also and Mr. Dorsey came here, continuing until 1893, then until 1895 was in partnership with George Maxwell and R. M. F. Soto. From 1897 until 1906 he was with the late R. R. Bigelow, former justice of the Supreme Court of Nevada, and since 1911 has been a member of the firm of Dorsey and Henderson.

Mr. Dorsey's practice has largely been in mining and water litigation, with considerable corporation work also. He has been general counsel for a number of concerns, among them the Pacific Hardware & Steel Co., Johnson-Locke Mercantile Co. and Atlas Paving Brick Co. One of his recent important litigations was a suit he brought in 1904 against the Silver Peak Mining Co. to enforce specific performance of a contract for the purchase of mining property estimated to be worth $10,000,000. The case has been appealed several times and is still pending in both State and Federal courts. Perhaps Mr. Dorsey's most notable work in criminal law was his long defense of "Diamond Field Jack" Davis. Davis was convicted and three times sentenced to hang for the killing of two sheep herders in Cassia County, Idaho, in 1892. As a matter of fact, though he thought he might have been responsible for the herders' deaths, having had a gun-fight with unknown assailants, he was 15 miles from the real killing. Mr. Dorsey hinged his case on the fact that a 44-caliber cartridge cannot be fired in a 45 revolver without it being indicated by the swelling of the shell. After seven years of effort Mr. Dorsey got Davis free through the Idaho State Board of Pardons.

Although he has not been active politically in California, Mr. Dorsey was prominent in Democratic politics in Nevada. He served two terms as district attorney of Elko County, Nevada, 1883-5 and 1887-9. And he was chairman in 1888 of the Nevada delegation to the St. Louis convention which nominated Grover Cleveland for the presidency.

Mr. Dorsey belongs to a number of social organizations, among them the Family and Holluschickie clubs.

FREDERICK EGGERS

"I BELIEVE that to accord humane treatment to a man who has violated the law and is being punished for it will bring him, more quickly by far than cruelty, to see his mistake and seek to rectify it by future good conduct. Prisoners appreciate thoughtfulness on their behalf—it eases their bitterness against organized society."

This, briefly, is the creed of Frederick Eggers, Sheriff of San Francisco County, by which he has accomplished veritable wonders in transforming the County Jail into a place where offenders are "given a chance." Frederick Eggers formed a set of principles, then put those principles into operation. He was elected on a platform in which he promised to give the people a business-like administration with efficient and courteous treatment of those who had dealings with his office, to direct his personal attention to the jail at Ingleside, to make it sanitary and to give its prisoners humane treatment, all possible outdoor exercise and plenty of clean, wholesome food.

This platform the Sheriff has carried out to the letter, and more. He has gained the public's esteem, saved it money while giving it better service—and many a man has he rescued from the very brink of destruction.

On April 10, 1860, Mr. Eggers was born at Hanover, Germany. When a small boy he went to New York City and from there, in 1876, to San Francisco. After three years in the grocery business he became a salesman in the wholesale tea and coffee business, remaining with this until his election as Sheriff.

It is a great truth that those who know most of the work of Sheriff Eggers are those who have been most affected by it—his prisoners. Not long after his assumption of office the Sheriff discovered an old Dutch oven which had been used in the former Industrial School a quarter of a century before. He put the oven into shape and the baking of the jail's bread in it began. Daily the oven turns out 350 to 400 three-pound loaves, saving the taxpayers $300 monthly.

By the development of the jail's truck gardens the Sheriff gives outdoor employment to thirty or forty men each day. Its products net the city $160 and more a month; besides, vegetables are furnished free to the Relief Home, City Prison, Emergency and Tuberculosis hospitals and other charitable institutions—and it gives the prisoners exercise and fresh air, besides fresh, green food. Sheriff Eggers also has been working about forty men in the improvement of unaccepted streets in the poorer sections of the city. This is of direct and lasting benefit.

On a Sunday evening at the jail more than six hundred prisoners are guests of the Sheriff at a picture show and vaudeville entertainment put on by other prisoners in a chapel fitted up at a cost of $3,000, borne by Sheriff Eggers.

"You will notice the absence of revolvers or rifles in the hands of the guards," says the Sheriff in describing his shows. "There is a reason—I want to put everyone on his honor. They know that if there is any disorder the entertainments will cease. The result is they respect me. Should one become fractious I feel certain a dozen others would quell him immediately."

In stimulating the interest of his prisoners, Sheriff Eggers has not stopped with the moving pictures and vaudeville. Realizing that those men and women held on felony charges—whom he is not allowed by law to give employment outside the jail walls—find close confinement extremely irksome, he has established a circulating library for their benefit. It already contains considerably more than a thousand volumes of good, uplifting literature and it is steadily growing by the contributions of those of the public who believe in assisting the less fortunate. As for the prisoners themselves, they are eager to make use of the library, and it is not difficult to discover that their reading is doing them good.

Under his system of penal control, Sheriff Eggers finds so few real difficulties in the administration of the jail that he is able to devote the more time to his office duties. He has reduced these to a system, wherein efficiency and courtesy are the watchwords. The Sheriff, his deputies and his bailiffs in the civil and criminal courts have been praised repeatedly by jurists, lawyers and the general public for their attention to duty and their thoroughness.

HENRY EICKHOFF

IN watching the upbuilding of a community it is easy for one to pick out from among the men with whom he comes in contact the workers for the common good, and distinguish them from those who might be classified as drones. The one sort of man is ever active, willing at all times to do his share and more, and considering himself a part of that which he is striving to forward. The other sort is content to sit back, as inactive as if he had no interest at all at stake, and leave the solving of problems to his neighbors and associates.

Looking over the career of Henry Eickhoff as he has moulded it since his advent to San Francisco, one does not hesitate in naming him as one of the workers. For more than a quarter of a century he has taken prominent part in the affairs of his adopted city and State, and ever as a champion of enlightened progress.

Mr. Eickhoff is a native of New York City. He was born in the Eastern metropolis January 17, 1856, the son of Anthony Eickhoff and Elisa (Neuenschwander) Eickhoff. His father was of German birth and a philologist and journalist of note, writing five languages. He came from a German university to New Orleans and in the early days, before 1850, taught school in St. Louis. He was sent to Congress and during the administration of President Cleveland was made an auditor of the United States Treasury Department in special charge of the Consular service. The present Mr. Eickhoff's mother was born in Switzerland.

Following his preliminary education in the public and private schools of New York City the younger Mr. Eickhoff took a business and classical course at St. Francis Xavier Academy. By this time he had fully made up his mind to enter the legal profession and to prepare himself for it attended the Columbia Law College, which graduated him with the degree of LL. B. in 1875.

In June of the same year Mr. Eickhoff came to San Francisco and entered the law offices of Paul Neumann as a clerk. Two years later, in 1877, he was admitted to the bar before the Supreme Court of California at Sacramento, and later was admitted to practice also in the United States Supreme Court. About this time he became Mr. Neumann's law partner and continued as such until 1883, when Mr. Neumann was appointed Attorney-General of Hawaii. For some years after this Mr. Eickhoff practiced alone, with consistent success. The present firm of Lindley & Eickhoff was formed with Judge Curtis H. Lindley in 1886.

Through all these years since he first became an exponent of Blackstone, Mr. Eickhoff has aligned himself with those who desire to see the city, the State and the nation forge ahead. He took part in a reform movement of historical significance when, with J. J. Dwyer, Judge Jeremiah F. Sullivan, Samuel H. Daniels and A. A. Watkins, he was a member of the reorganization committee that ended the political rule of Boss Chris Buckley in San Francisco in 1890. He was associated with Matt I. Sullivan in the Heney-Fickert recount and was one of the committee that conducted the campaign of Heney for District Attorney. He has also been a trustee of San Rafael, where he made his home for some years.

When, in February of 1915, Dennis M. Duffy resigned from the State Board of Prison Directors, Governor Hiram Johnson immediately named Mr. Eickhoff to fill the vacancy, recognising in him a man who would do his duty with a clear conscience and without truckling to any other controlling factor than right and justice. Politically Mr. Eickhoff is a Democrat, but he has always been a stanch supporter of Governor Johnson and during the last campaign took an active interest in Johnson's political fortunes.

Mr. Eickhoff has taken a keen interest in club activities. He was formerly president of the Columbia College Alumni Association of California and of the Cosmos Club, is a member of "The Family," the San Francisco Commercial Club, Merchants' Exchange, Commonwealth Club, Union League Club, the German Benevolent Association, American Bar Association, California Bar Association, San Francisco Bar Association and a number of other organizations. He is also prominent in the Masonic order.

Mr. Eickhoff was married September 13, 1882, in San Francisco to Jessie M. Lowe and is the father of four children, Gregory H., Victor, Tekla and Henry Eickhoff, Jr.

HENRY ENGELS

SOME four decades ago Henry Engels, then a young man, was associated with his father and brothers, the former the late Henry Engels, in the foundry and metal business in San Francisco. In those days the firm paid from 35 to 40 cents a pound for pig copper and the chief source of supply was the Lake Superior copper region. The demand for copper was increasing, thanks to the great improvements then being made in electrical appliances and machinery, and attention began to be directed more and more to the value of the red metal.

These conditions form the impetus for the years of effort that followed on the part of the Engels family—years that have resulted in the organization of the Engels Copper Mining Company and the operation by it of one of the most valuable holdings of its kind on the Pacific Coast. Thus does supply follow demand and development projects materialize when once a field has been opened for them.

To go back a bit, the younger Henry Engels, now president of the Engels Copper Mining Company, is a native of San Francisco, born February 1, 1854. He attended the private and public schools of this city, and to round out his education attended and was graduated from Heald's Business College, which at that time was in the old Platt's Hall where the Mills building now stands and where the mining company's offices are located. From business college Mr. Engels went into his father's foundry.

The rapid approach of a crisis in the copper situation, studied long and earnestly by the elder Engels and his sons, finally determined them to prospect and, if possible, to develop a copper mine. They had had valuable experiences in mining and metallurgy, and were well equipped for that which they set out to do.

After several years of prospecting the Engels located, in the late '70s, in Lights Canyon, Plumas County, where the present mines are situated. Realizing that to develop a district they must live in it and give their entire time to it, and that if there is to be any progress it must follow as the result of hard work, they proceeded to do both. This hard work and close study of geologic conditions later made it possible for them to promote their enterprise with success.

Before this time, in the sixties in fact and even as early as the fifties, prospectors had made their way into the Plumas County district. Both alluvial and lode mining for gold was done and in 1865 rich copper ore being discovered, a small smelter was built and run intermittently for four years. The amount of copper that alloyed the gold was not attractive to the pioneer prospectors, however, and they soon joined the rush to Virginia City, where the gold and silver excitement was intense. For years hardly any further attention was given to the Lights Canyon district until the Engels family located there.

To quote from the Mining and Scientific Press, of a recent issue:

"At that time there was no railroad nearer than Reno, 150 miles away, and mining in such a remote locality was difficult, though a fair tonnage of rich ore was mined and shipped to Swansea. The discoverer and his sons, Henry and William Engels, who have been largely responsible for the later development of the mine, were courageous and persistent, however, and the assessment work necessary to hold the property was so directed as to block out constantly increasing amounts of ore."

The Engels were determined to prove a good mine before seeking outside capital. At first there was no boom in copper, and few seemed to realize the great future for the metal, so it was difficult to interest investors. The railroad that Kennedy surveyed and planned to build through Plumas County failed, and it was only after twenty years that the Western Pacific began to build the line. But during this time actual work by the Engels proved the existence of rich ore in great quantities, and in 1906 their company was organized. Then followed more persistence in opening up the mine with small capital; but the stockholders were kept together by their faith in the promoters, and in the manager, Mr. E. E. Paxton, and by providing more funds placed the property on a profitable basis. Today the mine is paying well and is being enlarged so as to double the present capacity.

The mill of the Engels mine is unique in that it is the only one yet built in which no other process than flotation is used for the recovery of copper.

JAMES EDWARD FENTON

THE length and breadth of the Pacific Coast have made up the field of James Edward Fenton in the practice of his profession—the law. He has appeared before the bar in Alaska, Oregon, Washington and California, and finally has chosen San Francisco as the scene of his further endeavors.

James Edward Fenton was born in Clark County, Missouri, on the farm of his father, James Davis Fenton. His mother was Margaret (Pinkerton) Fenton. In 1865, when he was but an eight-year-old boy, he accompanied his parents on a grilling trip across the plains behind a plodding team of oxen. Six months after the family left Missouri they reached Oregon, where they settled.

Following his early education in the common schools of Oregon, Mr. Fenton entered Christian College of Monmouth, from which he was graduated in 1877 with the degree of Master of Arts. The following year he entered the educational field himself when he was elected professor of mathematics at Christian College. He was for two years in this position, and then for two years more taught in various academies in Oregon, being principal of those at Bethel and Eugene.

Under the tutorship of William M. Ramsey, now Justice of the Supreme Court of Oregon, Mr. Fenton entered upon the study of law in Ramsey's offices at Salem. In 1882 he was admitted to practice by the Supreme Court of the State, and in 1884 began the active pursuit of his profession at Eugene.

Six years later, in 1890, Mr. Fenton gave up his practice at Eugene and removed to Spokane, Washington, where he formed a law partnership with his brother, Charles R. Fenton, under the firm style of Fenton & Fenton. Possessed of a strong taste for politics, Mr. Fenton was early led to take an active part in public affairs, aligning himself with the Democratic party. He was a candidate in 1880 on the Democratic ticket of Polk County, Oregon, for the State Legislature, but his party being in the minority he failed of election. In 1888 he announced his candidacy for county judge of Lane County, Oregon, and was defeated by only two votes. At the fall election of 1892, however, he was nominated and elected prosecuting attorney of Spokane County, Washington, and held that office for two years. He was a delegate in 1896 from the State of Washington to the National Democratic convention at Chicago which nominated William Jennings Bryan for the presidency. In 1898 he was tendered the nomination for Congress in the State of Washington but declined to accept the honor.

Mr. Fenton continued the practice of his profession in the State of Washington until the fall of 1898, when he removed to Nome, Alaska. This was the year of the world-wide rush to the Alaskan gold fields, when hundreds and thousands of fortune-seekers from all quarters of the globe penetrated into the North. In Alaska Mr. Fenton divided his time for the ensuing six years between mining and the practice of law. His legal work was largely in mining and criminal law and while he was in the northern territory he took an active part in the most important mining litigation before the courts. One of the suits was to establish title to the placer property known as No. 1 on Daniels Creek in the Topkok mining district, in which was involved some $1,000,000. In another, theGlacier Bench mining litigation, was involved $500,000.

In 1903, leaving Alaska behind him, Mr. Fenton came southward as far as California and gained admittance to the bar in this State. In 1904 he located in San Francisco, practicing here until June, 1906, just after the big fire, when he returned to Seattle. In 1908 he went to Portland and became assistant counsel for the Southern Pacific Company in association with his brother, W. D. Fenton, chief counsel for the corporation. In this capacity Mr. Fenton took an active part in the litigation between the United States and the Oregon & California Railroad Company, wherein the Government sought to forfeit the Oregon Land Grant. In 1911 he resigned from this position and returned to San Francisco, where he continues alone in the practice of his profession.

Fraternally, Mr. Fenton is a member of the Spokane lodge of the Scottish Rite and of El Katif Temple of the Mystic Shrine, of Spokane. He also belongs to the B. P. O. Elks.

HERBERT FLEISHHACKER

MANY things make up those attributes that aid a man toward success. Not the least of these is inherent ambition, coupled with strict honesty of purpose and performance. All these are recognized characteristics of Herbert Fleishhacker, president of the Anglo & London Paris National Bank, financier, capitalist and officer or director of a number of sound corporations.

The career of Herbert Fleishhacker has been a succession of hard-won achievements. He did not acquire, at the outset, the "higher education." But the lack of it at no time seemed a handicap; he did things just the same.

A native of San Francisco, born here November 2, 1872, Mr. Fleishhacker was sent to school for eight years by his parents, Aaron and Delia (Stern) Fleishhacker, and attended Heald's Business College one year more. When fifteen years old he became a bookkeeper in his father's paper business, but after about a year and a half entered the manufacturing end. Here was his start and he made the most of it.

After four years as a paper manufacturer he went into the sales department and became a traveling salesman for the concern. As he traveled he kept his eyes open for opportunities. In Oregon he saw the need of paper mills. This led to his establishment of the first mills of the kind in the State, at Oregon City. The project was a success and later he organized a large lumber company near Eugene, Oregon. Again success attended him.

Returning to California, Mr. Fleishhacker organized and promoted the Electric Power Company at Floriston. Gradually he acquired or built other properties in various parts of the State, among them the Truckee River Electric Company, which was sold in 1909 for nearly $2,000,000, and the Sacramento Valley Power Company, which brought something like $1,000,000 in 1912. At one time he had more than a dozen power plants and factories in operation and still retains his interest in a number of them.

From a promoter Mr. Fleishhacker easily became a banker. In 1907 he accepted the managership of the London, Paris & American Bank of San Francisco. When, on March 1, 1909, this institution absorbed the Anglo-California Bank, Ltd., and became the Anglo & London Paris National Bank of today, he went up a step higher and became vice-president and manager. He was chosen president of the bank in March, 1911, upon the resignation from that position of S. Greenbaum. When Mr. Fleishhacker became a part of the London, Paris & American Bank in 1907 the deposits were $4,500,000; today the bank that he heads has deposits in excess of $30,000,000 and is the largest institution of its kind west of the Rocky Mountains. It is progressive, conservative, and makes a specialty of exchange business.

In addition to his presidency of the Anglo & London Paris Bank, Mr. Fleishhacker is president of the Northwestern Electric Company, the Floriston Land & Power Company and the Reno (Nevada) Traction Company; is vice-president of the Anglo-California Trust Company, the Central California Traction Company, the City Electric Company and the Great Western Power Company, and a director of the Crown-Columbia Paper Pulp Company, the Swiss-American Bank, the Floriston Pulp & Paper Company and a number of others.

Not the least interesting of Mr. Fleishhacker's characteristics is his love of home, and within the family circle he is usually to be found in his leisure moments. He was married August 9, 1905, to Miss May Belle Greenbaum and the couple have three children, Marjorie, Herbert Jr. and Alan Howard.

Not to mention Mr. Fleishhacker's connection with the Panama-Pacific International Exposition would be to omit an important work he has done on behalf of San Francisco and California. He has given of his co-operation to the great world show from its very start; he has backed it with money and with brains. It is significant that the financial side of the Exposition is handled through the Anglo & London Paris National Bank, that the vast daily receipts are hauled to the bank's doors in a steel vault on wheels every evening.

Herbert Fleishhacker is a type of man whom it would be well to pattern after. To men such as he San Francisco owes much—how much one can readily conceive in a comparison of the city as it exists today, with its skyscrapers and modern business concerns, and as it existed nine years ago in its ashes, with business almost annihilated by the great conflagration.

DR. ANTONIO A. R. F. FONTECHA

WHEN the Republic of Honduras accepted the formal invitation from the President of the United States to participate officially in the Panama-Pacific Exposition—it was one of the first nations, by the way, to announce its acceptance—it placed in charge of its exhibit a man whose wide experience and ability in such matters had long been recognized.

This man is Dr. Antonio A. Ramires F. Fontecha, who, as Commissioner-General for Honduras to the Exposition, has advertised his country in more favorable a light than, perhaps, it has ever been exploited in the United States. In a magnificent building, tastefully fitted up, he arranged a series of exhibits that were doubtless as surprising to the thousands of visitors who viewed them as they were comprehensive.

Dr. Fontecha has been given many honors by the government he represents. Four times has he been commissioner-general for Honduras to expositions, two of them at Paris and one at Madrid, as well as that at San Francisco. He also has been Minister for Honduras at Paris and Madrid, and represented his country in the conference at Madrid in 1905-7 regarding the controversy over the boundary between Honduras and Nicaragua. He is a physician and surgeon, has been rector of the Central University of Honduras at Tegucigalpa, and at present is president of the Honduras Academy. He holds membership, besides, in the Royal Academy of the Spanish Language, the Royal Academy of History and the Royal Society of Geography, all of Spain.

In order to "diffuse and popularize knowledge of Honduras, and to dissipate the legends that ignorance and passion have spread of the nation abroad," Dr. Fontecha has written an interesting volume commemorative of the Panama-Pacific Exposition. It is probably the most accurate and complete work ever written on Honduras and is of unusual interest.

Honduras was discovered by Christopher Columbus in 1502, during the fourth voyage of that famous navigator. It is in the exact center of Central America, with Guatemala, Salvador and Nicaragua for neighbors; and, in the words of Dr. Fontecha, offers "for any enterprising man, as well as for the assiduous workman and laborer, the most favorable opportunities and conditions for the development of his activities."

Its topography is made up of high mountains, elevated plateaus and deep valleys of wondrous fertility and there is found within its borders practically all the animal and vegetable life common to either the torrid or temperate zones. In many places it is covered with heavy forest growths of rich and valuable timber, including mahogany, rosewood, logwood, brazilwood and others, with pine at the higher elevations.

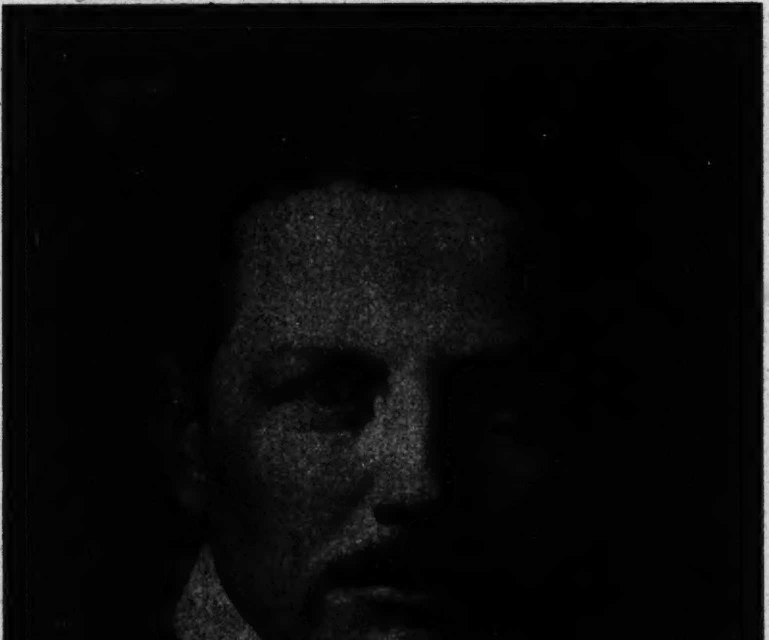
Agriculturally, Honduras, with the proper development, will one day yield enormously. The culture of bananas leads in importance, but there is also grown Indian corn, French beans, rice, wheat, coffee, cocoa, tobacco, potatoes, cocoanuts, sugar, rubber, indigo and sarsaparilla. As for the manner in which cereals thrive, Honduras could easily be made the granary for all Central America.

The raising of cattle is one of Honduras' principal industries, made possible by the great extent of natural pasturage. Much stock is exported, along with bananas and other commodities, not only to the United States and other countries on this side of the Atlantic but also to Europe.

One of the things that most distinguishes this really wonderful country is its vast mineral wealth. Treasure hunters were attracted to it by the thousands during the time of the Spanish domination; then for a long time the mining development was neglected, and it is only since about 1881 that the exploitation of mines has been on the ascendancy. Gold, silver, platinum, copper, nickel, lead, zinc, iron, quicksilver and antimony occur, as do sulphur, tin, alum, saltpetre, mica and others. Precious gems also are to be found, as well as coal, and oil is believed to exist in quantities. Rich mineral waters await only exploitation to become profitable.

Honduras, the third in size of the Central American states, has an area of about 45,000 square miles, and a population, in 1912, of 578,482. The birth rate is high and the death rate surprisingly low. It can boast of a well-organized judiciary; railways, telegraph and telephones; a system of good roads built on the tracks made by the Spanish conquerors, and an up-to-date postoffice system. Primary public instruction is free and compulsory; in 1913 there were 37,897 children being educated in 916 schools.

These schools, with several modern colleges and universities, are bringing about an enlightenment that makes the future of Honduras assured.



C. S. S. FORNEY

President Central California Gas Company.

ABRAHAM LINCOLN FRICK

IN the past two decades few names have been connected with noted court cases in Alameda County so often as the name of Abraham Lincoln Frick, whether as prosecutor, judge or defender. Big cases mean prominence in the legal profession. Judge Frick is prominent.

Some of his cases have been of nation-wide interest and in their handling he has gained wide repute as an interpreter of civil and criminal law. This has been especially true of his criminal work, although he has handled many civil cases of broad scope and general interest.

One at least of his cases has had a profound influence on the legal profession of California, and perhaps of the whole country. This was his recent representation of Attorney George J. McDonough.

McDonough, representing a client accused of participation in election frauds, was asked by the Alameda County Grand Jury to tell who retained him and furnished bail for such client. On advice of Judge Frick, he declined to tell. He was ordered to do so by Superior Judge Ogden and refused, whereupon he was adjudged guilty of contempt and sentenced to the county jail.

Judge Frick took out a writ of habeas corpus, returnable before the District Court of Appeals, which sustained Judge Ogden. He then brought the habeas corpus action before the Supreme Court of California which, sitting en banc, rendered an almost unanimous decision reversing Judge Ogden and forming an epochal precedent governing confidential relations between attorney and client. From a professional standpoint, Judge Frick considers this one of his most gratifying cases.

Judge Frick comes of American pre-Revolutionary stock. He is the son of George Washington Frick, a native of Westmoreland County, Pennsylvania, who wedded Miss Mary Elizabeth Bryant in Illinois in 1852 and came to California with his bride in that year. He taught in the first public school in Santa Cruz, then moved to Centerville and, in 1857, to Sonoma County. During the Civil War he was president of the Sonoma County Bethel Union League.

Abraham Lincoln Frick was born near Petaluma February 21, 1866, and is a brother to George William Frick, now Alameda County Superintendent of Schools. But Abraham Lincoln Frick chose the law. He was educated in the public schools and then went to the Hastings Law College, being graduated in 1888. He was admitted to practice by the Supreme Court on June 28, 1888.

Despite the usual early struggles, Judge Frick was soon successful in his chosen work. He served as deputy district attorney in Alameda County under George W. Reed and later as chief deputy under Charles E. Snook.

On December 10, 1894, he was appointed a superior judge to fill the unexpired term of Judge F. W. Henshaw, who became a Supreme Court justice.

On May 21, 1896, the young jurist took a wife, Miss Matilda M. Bader of Oakland.

His real career as an eloquent pleader at the bar began after leaving the superior bench. The first important case was the defense of Clara Falmer, a seventeen-year-old girl charged with murder. This case helped vastly to build Judge Frick's reputation. The trial consumed several weeks. Finally the jury went out for twenty minutes and acquitted the defendant, who since has justified all the work in her behalf.

This case also established the reputation of Dr. O. D. Hamlin as an alienist, thus bringing a young lawyer and a young doctor into the prominence they have held ever since in Alameda County.

Since that case, Judge Frick has fought many big court battles with less than the usual percentage of defeats. One of his most important struggles was the successful defense of Mrs. Brown for the killing of her husband, a case of nation-wide prominence, whose details were flashed broadcast over the telegraph wires. Another valiant defense was that of Tom Power, accused of murder. In twenty-two murder cases which Judge Frick has defended, none of his clients has paid the extreme penalty.

In civil cases success has likewise attended him. An important recent one was the defense of Dr. John Robertson of the Livermore Sanitarium, sued for $80,000 damages by a patient. This physician, by the way, had been an opponent of Dr. Hamlin as alienist in the Falmer case.

Judge Frick is medium tall, and slim, of the incisive type of attorney, with a vibrant, resonant voice. Whether prosecutor or defender, he has held the respect of his opponents and has challenged the best of their talents to combat his marshaling of the law.

CHARLES H. GAUNT

THE broad and vigorous administration of a public utility, so closely identified with our everyday affairs as the telegraph, creates a business and social asset of high value; and the exceptional organization and operation of the forces of the Western Union Telegraph Company on the Pacific Coast indicate the skill and capacity of Charles H. Gaunt, the General Manager, to meet every condition that arises in the conduct of that company's relations with the public.

Mr. Gaunt, pursuing a course similar to most executives of public service corporations, has spent all of his active business life in the study and handling of telegraphic problems on their technical side, and in the management of the forces dealing with the users of the telegraph on the popular side. He has reached out and drawn to his service men of both dominant personality and unusual ability to carry out his ideas of corporate management in its relation to the complicated demands of the public; and there has been no department of the work in which he has not succeeded, nor any portion of the duties imposed upon him that have not received progressive and up-to-date performance.

Mr. Gaunt is a native of New York, born in Steuben County, August 29, 1869. With the prevailing enthusiasm of the young men of that period he directed his attention to the electrical field, and entered the fascinating occupation of telegrapher, first at the small office in his home town in New Jersey, to which he moved while young, then in New York City, where he developed his skill and formed impressions of the possibilities of telegraphic expansion and operation that have been of great value to him in applying his expertness to the wider fields of the West.

In 1889 Mr. Gaunt went to Helena, Montana, then a thriving mining city, and as manager of the Northern Pacific Railway's telegraph department passed that period of development and hard work through which all forceful men go in preparation for a successful career in the Western territory, where fresh expansion and breadth of operation call for the best type of mental capacity and physical endurance.

In 1902 Mr. Gaunt was tendered, and accepted, the position of Superintendent of Telegraph of the Santa Fe Railway System, and with this opportunity he applied the principles of telegraphic development and control which he had long studied and prepared for, with the result that the telegraph organization and efficiency brought out on that railroad system exceeded in economic value and substantial usefulness any that had been built up upon large railroad properties. His administrative success was so marked that an advancement in 1905 to the position of Assistant General Manager of the parent lines of the Santa Fe Railway, in addition to his duties as head of the telegraph department of the entire system, carried him into the direct management of the railroad property with consequent enlargement of experience and capacity for responsibility.

Mr. Gaunt was appointed General Superintendent of the Western Union Telegraph Company at San Francisco in July, 1910, and his title was changed to that of General Manager in December, 1912; his jurisdictional territory being composed of the States of California, Oregon, Washington, Arizona and Nevada, together with British Columbia in Canada. With the same energy and resourcefulness exercised in his railroad work he has built up the Western Union service on the Pacific Coast so that it is an organized telegraphic facility which embraces in commercial usefulness and adequate equipment every modern and progressive idea that highly trained men can apply to the needs of business development and the daily activities of the people. As the scope of the Western Union's operations brings the company in close touch with every community, the vigorous and thorough policy instituted and maintained by Mr. Gaunt is felt in all parts of the territory assigned to his management.

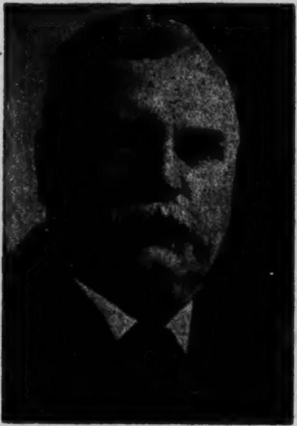
Mr. Gaunt married Miss Mary Flesher of Helena, Montana, in 1890, and their family consists of one son, now grown.

Throughout his business career Mr. Gaunt has been keenly active in securing a wide commercial acquaintance, both in the territory administered by him and throughout the United States. He is a member of the Bohemian, Press and Country Clubs of San Francisco, and a lover of automobile touring.

JOHN GINTY

CONFIDENCE in a public official follows only after it is proved that the office is efficiently and honestly conducted. This is particularly true of the Assessor's office, which is the real financial agency of the city.

In San Francisco 84 per cent of the entire expense of the city is raised by taxation. San Francisco has been fortunate in the selection of its Assessors during the past sixteen years; not a suspicion has been voiced against their ability or integrity. Doctor Washington Dodge served four consecutive terms and John Ginty, present Assessor, was appointed on Doctor Dodge's recommendation. In a letter to the mayor, Doctor Dodge said:



"I know of no one in the city that could begin to discharge the duties of the office as efficiently as John Ginty. He is thoroughly informed on the laws governing taxation and had always taken a deep interest in matters relating to this subject previous to his connection with the office. I engaged him as my Chief Deputy on account of his expert knowledge."

Mr. Ginty has carried out all the good features of Doctor Dodge's administration and has added further improvements which will save the City and County thousands of dollars annually. To aid in the work of appraising property he keeps a ledger account of each block in the city, and posts to the account the sale of property as reported each day, also all building permits or contracts affecting building operations in each block.

Notwithstanding that 80 per cent of the deeds recorded state only a nominal consideration, Mr. Ginty always ferrets out and finds the true consideration paid. On completion of a building it is inspected, measured and appraised by a set of tables covering different classes of buildings showing an average cost per cubic or square foot to build. These are compiled from architect tables and from actual cost prices of thousands of houses erected since the great fire of 1906.

The assessed values of land are based on a unit front foot value in each block, with table calculations for varying depth of the lot and corner influences, similar to the Somers system but based on compilations made from sales in this city for a number of years and reflecting the community idea of values as expressed in sales since 1906.

Mr. Ginty also is the inventor of an ingenious map and street guide by which a stranger in the city could, inside of one minute, locate on the map any block of land, public building or given address, and the street car line that would carry him there. Travelers familiar with the Baedeker guide, used in most European cities and with the street guides of the principal cities of the United States, declare that Mr. Ginty's map and street guide is superior to any guide book they have had occasion to use.

Quiet and unassuming, Mr. Ginty is always ready to listen to complaints of tax payers and to investigate alleged errors and grant reductions in assessments that the law or the circumstances will permit.

Socially, he prefers the quiet of his own home and the company of his family. At the early age of fourteen he left school to enter a printing office, with the intention of making journalism his life work. Not liking it, however, he drifted into railroading and after learning telegraphy rapidly advanced until he was a station agent, superintendent clerk and acting train dispatcher. The wanderlust born in him led him to come in 1868 to California. Here he has been for the past forty years actively engaged in business, most of the time in banking. He has filled with credit important executive positions in National banks, savings banks and loan and mortgage companies in various parts of the State, giving him an experience in land appraising, as a credit man and as an expert accountant that has been valuable in his present work.

This is the first political office held by Mr. Ginty, although he has always taken an interest in public matters and is a member of several charitable societies, fraternal organizations and clubs organized for the study of civic conditions. His father and three brothers served in the Civil War, two of the brothers being killed in battle.

An Assessor is, in many respects, the most important official the people elect. His discretion, judgment and honesty vitally affect every tax payer. It is of vast consequence to the progress and welfare of the people that they choose a competent and upright Assessor, since one either incapable or wanting in integrity may do incalculable harm. Measured by this standard, Mr. Ginty has no rival in the hearts of the people.

T. SEYMOUR HALL

A DISTINCTIVELY new method of dealing in securities is that worked out and put into force by T. Seymour Hall, secretary-treasurer and managing director of the Oakland Street Improvement Bond Company. He has simplified this form of financial transaction, has educated the investing public up to the change and has placed the entire plan on a solid foundation that insures complete confidence on the part of his patrons.

Street improvement bonds, issued in odd denominations with partial payment on the principal due each year, are not sold outright by Mr. Hall's concern. Instead, the bonds, chosen with great care as to their soundness and worth, are deposited in trust, and trust receipts in even denominations and for definite maturities are issued and sold. These receipts entitle the holder to the amount of his investment in original-form bonds held by the trustee, and he can secure these bonds, if he so desires, at any time upon presentation of his trust receipts.

The security is exactly the same as where the bonds are sold outright. Only the form of the transaction is different, and the new form is superior to the old because of its great convenience. The security holder, too, is absolutely safe. He simply cannot lose. Not only have the bonds been standardized and found to be of sterling worth before they are handled by Mr. Hall at all, but the investor is absolutely independent of the bond house, for his securities are in the hands of a third party, the disinterested trustee, where they can be had at any time.

By the very merit of its plan and by means also of national advertising—this is the first time, by the way, a California security, as such, has been nationally advertised—the Oakland Street Improvement Bond Company is receiving a very satisfactory response. It is especially conservative in the choice of its bonds, and from its ever growing clientele has never come anything but confidence and appreciation.

Mr. Hall, who has been more instrumental than any other man in working out the details of the new investment plan, was born February 16, 1880, at Honolulu, H. I. His father, W. W. Hall, was proprietor of E. O. Hall & Son, Ltd., the largest American hardware firm in the islands. His mother was Elizabeth (Van Cleve) Hall. After taking a preparatory course at Oahu College, Mr. Hall came in 1897 to Berkeley, where he attended high school. In 1900 he entered the University of California with the class of 1904, but after a year entered Harvard with the class of '05, taking a general social science course.

Force of circumstances made it necessary for Mr. Hall to leave Harvard in the spring of 1902, before graduation. He enrolled at the school of the Simmonds Hardware Company at St. Louis, maintained for the convenience of prospective hardware dealers, and took a general business course. Then for a year and a half he was on the road for the Simmonds Company, but in 1907 resigned and returned to Berkeley, where he associated himself with the real estate firm of Mason-McDuffie Company.

After a year with the Mason-McDuffie Company Mr. Hall launched out independently in the mortgage loan business in Berkeley. In November, 1909, he was married to Miss Ruth Houghton of Oakland and immediately thereafter was called back to Honolulu by the ill health of his father. For a year he was in charge of the automobile department of E. O. Hall & Son, the business founded by his grandfather. Then following his father's death in May, 1911, he sold the hardware business and in 1912 returned, this time to Oakland, where he again engaged in mortgage loans.

During Mr. Hall's experience in the mortgage business he had devoted considerable time to the collection of data and to the study of mortgage institutions of this country and Europe, with particular attention to the methods of the great Credit Foncier of France. The application of this knowledge, which proved invaluable, was made possible when he turned to the study of the California street improvement bond. He helped organize the Oakland Street Improvement Bond Company, through which his ideas have been worked out with great success. As the firm's clientele and operations grow, it is probable that it will handle municipal bonds in addition to the securities it now carries.

Mr. Hall's social activities are confined to the Athenian-Nile Club of Oakland and the Phi Delta Theta fraternity. He has two sons, Seymour Houghton Hall, aged five, and Winslow William Hall, aged three and a half.

WENDELL P. HAMMON

THE name of Wendell P. Hammon is as naturally associated with the idea of the development of Northern California as the name California itself is associated with the idea of a domain of gold and prosperity, of fruit and flowers, of sunshine and health. Oroville knows him as a man who did much to bring the town out of the lethargy that followed the mining boom, and make it a solid, progressive community; San Francisco and the rest of the State know him as a business man of high enterprise and unimpeachable integrity.

It is, perhaps, as a pioneer in the field of gold dredging that Mr. Hammon is the best known. Not that he has confined himself to this, however. He has been, and is yet, deeply interested in the growing of fruit, particularly of oranges, and is connected in one way or another with a number of corporations of varied scope.

Born May 23, 1854, at Conneautville, Crawford County, Pennsylvania, Mr. Hammon is the son of Marshall M. Hammon and Harriet S. (Cooper) Hammon. His paternal ancestors settled at Providence, R. I., about the year 1726. Following a course in the primary and grammar schools of his birthplace Mr. Hammon attended the State Normal School at Edinboro, Erie County. He left the institution in 1875, before graduation, however, to come to California.

Arriving here, looking for an opening, Mr. Hammon secured a position as salesman for the fruit importing concern of L. Green & Sons of Perry, Ohio. He took a keen interest in the fruit industry and two years later, seeing the opportunity of launching out for himself, engaged in the nursery business. Meanwhile he studied the subject deeply and in a few years he was being spoken of as an authority on horticulture. His removal to Butte County, which was to be the scene of most of his future operations, came in 1890, when he planted a large orchard about ten miles below Oroville near the Feather River. He devoted most of the next ten years to fruit growing, although he had begun to investigate mining and operated in a rather small way in Eastern Oregon, Idaho and Arizona.

Ever since the days of the Argonauts it had been generally known that there was gold in Butte County. Oroville was at one time an important mining center; but then came the slump and the field was practically abandoned. The Chinese had worked the flats along the Feather River by their crude methods, but even they had given it up as not commercially profitable.

Mr. Hammon was astonished, when a well was being sunk on his property, to discover excellent pay gravel. He looked further, then secured an option on about a thousand acres and prospected it thoroughly. The result was gratifying, but there remained the question of how mining could be carried on, on a large scale. Gold dredging had never been successful on the Pacific Coast up to that time, and this method appeared impractical until Mr. Hammon ran across a new type of dredger then in use on the Chicago drainage canal. He had a similar dredger built, organized the Feather River Exploration Company, and began operations March 1, 1898.

As in the case of nearly every new enterprise, progress in the gold dredging was difficult. There were those who scoffed, who declared the project was certain to fail. For a time it was all expenditure, with no returns. But the dredger was gradually improved until success was assured. The rest of the story is so well known as not to need the telling. Let it suffice to say that today W. P. Hammon directs the largest gold-dredging operations in the world, and that his companies have control of more than 10,000 acres of land in California and Oregon—with more than thirty dredgers at work. Among his corporations engaged in this industry are the Yuba Consolidated Gold Fields, Calaveras Dredging Co., and Powder River Gold Dredging Co.

He continues to be a big factor in the fruit growing industry, as president of the Oroville Orange and Olive Groves, and operates his own packing plants. Besides this he is interested as officer or director in the Finnell Land Co., Hammon Engineering Co., Plumas Investment Co., Santuario Co., the Yuba Construction Co. and Sierra Pacific Electric Co.

One of Mr. Hammon's latest achievements was the organization of the Ventura Consolidated Oil Fields, whose stock is listed on the Boston Stock Exchange. Subsidiaries of this are the Montebello Oil Co. and the Ventura Refining Co.

JOHN R. HANIFY

NEARLY every business man has some sort of relaxation—some sport or hobby which brings him rest and change from the daily routine of work. For some it is athletics, for others reading, for others the making of collections of one kind or another. For John R. Hanify, founder and head of J. R. Hanify Co., lumber manufacturers and dealers, it is yachting.

When, just a few weeks ago, Mr. Hanify won with his racing sloop Westward the magnificent gold cup offered by King George V of Great Britain he but demonstrated again his prowess as a sailor of yachts. He did not gain for himself by this latest coup a reputation as a yachtsman. The reputation was already his.

Throughout, the career of John R. Hanify has been a succession of personal efforts rightly directed. Born in New York City September 15, 1862, his father was Francis Hanify, at one time in charge of the damage claims department of the Inman line of steamships, and his mother was Bridget (Ryder) Hanify. He attended St. Francis Xavier College in New York, but in 1876, following his mother's death, accompanied his father to California. The intention was to return to New York, but the elder Hanify passed away a few months after his arrival on the Coast and the boy was left to shift for himself. He was not quite 14 years old.

Mr. Hanify succeeded in landing a position as office boy with the Moore & Smith Lumber Company. Thus began a successful 17 years' connection with this firm. He rose from office boy to bookkeeper, to cashier, to office manager and finally became general manager of the concern, and gained valuable practical experience in the manufacturing end of the industry.

In 1893 Mr. Hanify went into business for himself under the firm name "J. R. Hanify," accepting the selling agency for various sawmills. After three or four years he took in as a partner Albert C. Hooper, son of John A. Hooper, and changed the firm name to J. R. Hanify & Co. At the same time he became interested in the manufacture as well as the sale of lumber, and began building sailing vessels and steamers for the transportation of their products. The firm also became owners of a substantial tract of timber land in Humboldt County, and of 50 per cent of the stock of the Bucksport & Elk River Railroad Co., connecting the Elk River lumber mill with the shipping point on Humboldt bay.

Mr. Hanify purchased the assets of the copartnership in 1905 and Mr. Hooper retired from the firm. For a little more than a year Mr. Hanify operated alone, but in April, 1907, incorporated under the name of the J. R. Hanify Co., allowing each of his older employes to acquire a substantial interest in the business. He has built six steamers, although he now operates but three, having disposed of the smaller ones. One of his largest vessels is the Francis Hanify, a combination tanker and lumber carrier designed for coast-to-coast trade through the Panama Canal. He also has built eight sailing vessels, three of which he now operates.

In civic affairs Mr. Hanify has been actively interested. For a number of years he was a member of the appeals committee of the San Francisco Chamber of Commerce. He also was a member of the Commerce Chamber party that about three years ago visited Japan to further the commercial relations between San Francisco and the Orient.

Ever since he was 15 or 16 years old Mr. Hanify has been deeply interested in amateur yachting. The first sloop he owned was the Myrtle, a 32-foot boat. Since that time he has built three schooner yachts, although the only one he owns at present is the Martha. He has built two motorboats and still operates one of them, the Scout.

The sloop Westward is Mr. Hanify's pride. It was built especially for the Panama-Pacific Exposition races and was designed by William Gardner of New York, designer also of the Vanitie, which has been competing with the Resolute as a candidate for the defense of the American cup. The Westward has won every time she has started. She has won one race for the Sir Thomas Lipton cup, which must be won three times, and also brought to her owner the beautiful King George cup last August.

Mr. Hanify was for two years commodore of the San Francisco Yacht Club, in 1909-10, and is a member also of the Corinthian Yacht Club of New York. He is a director of the Olympic Club of San Francisco, and a member of the Pacific Union, Bohemian and others.

CARL A. HENRY

IN an adage of such long standing that its inception goes far back into the mists of antiquity, young men are solemnly advised that in order to attain eminence in this world of competition they must begin at the very bottom in some line of work and struggle upward by degrees. Then, once up, they will remain up.

Glancing over the careers of men who have gained eminence in their respective lines in San Francisco and California, it is wonderful to note to how many of them this ancient rule applies. The number that started in as office boys is staggering. There seems to be another rule—less thought of as such but nevertheless true—that a youth, if he has it in him to be a first-class office boy, has it in him also to develop into a first-class business man. And most of them do develop thus.

Carl A. Henry, one of the most widely known business men on the Pacific Coast today, started his career as an office boy. That is, he really started out as a newsboy. Before and after school he delivered newspapers in San Francisco's financial section. This lasted some time, until he was about 14 years old in fact, when he secured a position as office boy with one of his customers.

Just about thirty years have passed since Mr. Henry left the Boys' High School and began shifting for himself. Today he is one of the joint agents in the Pacific department of several of the world's leading fire insurance companies; and, besides this, he is vice-president of the Owl Drug Company, one of the foremost concerns of its kind in the United States.

Mr. Henry was born May 21, 1872, at San Jose, California. When Mr. Henry was still a small boy his parents moved to San Francisco and it was in the public schools of this city that he gained his education.

From office boy in an insurance firm Mr. Henry rose steadily until he was placed in charge of the office work. About 1893 he saw an opportunity to engage in the insurance business for himself, and embraced it. He became local agent for a number of important fire insurance companies, and built up the business until he had the largest agency of its sort in the city.

Until 1899 Mr. Henry retained these agencies, but in the latter year he dropped them and took over instead the general agencies of the Sun Insurance Office of London founded in 1710 and the oldest insurance company in the world, Sun Underwriters Agency of London, and the Michigan Fire and Marine of Detroit.

A few years ago Mr. Henry merged his business with that of Willard O. Wayman, representing as general agent the National of Hartford, Colonial Fire Underwriters Agency and the Mechanics & Traders of New Orleans. The concern does the largest fire insurance business west of Chicago. The combined resources of its six companies is $52,000,000. Its territory extends as far east as, and including, Colorado, and embraces California, Nevada, Utah, Arizona, Washington, Oregon, Idaho, Montana, Hawaii, Alaska and British Columbia. Branch offices are maintained in Los Angeles, Portland, Seattle, Spokane and Denver.

For the past seven years Mr. Henry has been vice-president of the Owl Drug Company, and with R. E. Miller, the president, controls the concern. He has injected his personality into the "Owl" as he has injected it into the insurance field, and the results have been equally as apparent. He is a vital force in the conducting of the company's business affairs, acting chiefly in an advisory capacity. His enthusiasm for doing things well, for accepting nothing short of the very best, is almost proverbial.

Mr. Henry belongs to a number of social organizations, among them the Claremont Country Club and Athenian Club of Oakland, and the Olympic and Bohemian Clubs of San Francisco, as well as to Yerba Buena Parlor of the Native Sons. Fraternally he is a Mason, holding membership in Golden Gate Commandery, K. T., and in Islam Temple of the Shrine.

As a relaxation from business Mr. Henry indulges in deep-sea fishing, principally at Monterey and Santa Cruz. He also owns a number of fine Airedale terriers, some of which have won blue ribbons.

ALFRED HERTZ

IT was a distinct compliment to California and the West when Alfred Hertz consented to come here to direct the San Francisco Symphony Orchestra. He has been called "the big man of the Metropolitan Grand Opera," and as a big man he was welcomed to San Francisco last July.

Perhaps it is well to introduce Hertz with the same words used in The San Francisco Chronicle, upon the occasion of his initial appearance in San Francisco August 6th last, directing the Exposition Orchestra, augmented to more than 100 musicians, in the great Beethoven concert at the Civic Auditorium. Said The Chronicle:

"A giant of energy, Hertz employs his forces in quantities to be estimated only in terms of superlative power. It seemed as though by sheer application of his own vigor he himself played everything from tympani to contrabasso. He epitomized the energies of one hundred men and in the climaxes exposed a Dionysiac joy in their tumultuous shoutings; he summed up in his person the efficiency of all and added thereto a surplus of force which directed them all and controlled them; or, once or twice, condemned them all when in the failure to ride as fast and as far and as high as he willed, the members of the great orchestra faltered. At such moments Hertz was not to be regarded as a being of sartorial propriety, nor even as one amenable to the conventions which politely ignore sweat. He wrestled with a god on the mountain, and he did not let him go until he had the victory."

A native of Germany, Alfred Hertz was born July 15, 1872, at Frankfort-on-the-Main, the son of Leo Hertz and Sara (Koenigswerther) Hertz. Following his preliminary education at Frankfort Gymnasium, he began his so fruitful study of music at Raff Conservatorium, Frankfort. How rapidly he advanced in this great conservatory founded by Joachim Raff and Hans von Buelow as president, may be gathered from the fact that upon his graduation from his courses in piano, theory, instrumentation and musical history he was appointed, when not yet twenty years old, to the directorship of the Hoftheater at Altenburg in Saxony. Here, at the age of twenty, he was decorated with the Order of Art and Science of Saxony. Here, also, he produced for the first time anywhere Humperdinck's "Hansel and Gretel."

Until 1895 Mr. Hertz filled this position at Altenburg with ever increasing success. Then he was called to Barmen-Elberfeld, where for four years he was conductor of opera and concerts at the Stadttheater. In the spring of 1899 the works of Frits Delius, then somewhat obscure, were to constitute a program at St. James' Hall, London. Delius had heard Hertz in Elberfeld, and prevailed upon him to conduct the rendition of Delius' works.

By this time Hertz' fame as a conductor had spread all over Europe. During his London engagement Maurice Grau offered the young man the baton that Anton Seidl had laid down. It was a distinct honor, but one which Hertz was unable to accept just at that time, as he had a three-year contract to fulfill at the Stadttheater, Breslau. This contract he carried out.

In 1902 the way was clear to bring Hertz to America. Grau renewed his offers and the brilliant young conductor accepted, assuming at once the musical direction of the Metropolitan Grand Opera forces in New York. On December 24, 1903, Hertz directed the first performance of "Parsifal" ever heard outside of Bayreuth, and on January 22, 1907, the first and only performance at the Metropolitan Opera House of Richard Strauss' "Salome." He directed the first performance of "Konigskinder" December 28, 1910, at the Metropolitan, and he was responsible for first production of important American novelties, such as "Pipe of Desire" by Converse, "Mona" by Horatio Parker, and "Cyrano de Bergerac" by Walter Damrosch. One of his chief triumphs was the first production of Richard Strauss' "Der Rosencavalier."

For thirteen successive and successful years Hertz remained at the Metropolitan as conductor, and then resigned. His departure was the occasion for one of the greatest demonstrations ever accorded a musician. But he left, he said, in order to devote himself to "the higher things in music."

His next move was to convert the loosely organized Los Angeles Symphony Orchestra into a compact band capable of the greatest and nicest effects, in order to produce Parker's new $10,000 prize opera, "Fairyland." Then he was brought to San Francisco and given the musical directorship of our Symphony Orchestra with practically unlimited powers. And the fruits of his endeavors are soon to be seen.

HOWARD C. HOLMES

IN this day and age we have come to take nearly everything for granted. A big engineering project makes life easier for us—we consider it only for a moment, then accept it without further ado. Only a few of us go behind the achievement and consider the ingenuity it typifies, or the man who made it possible.

One of the first things noticed by a visitor to San Francisco is the city's famous ferry terminal. This was built under the direction of Howard Carlton Holmes, civil and consulting engineer, who has conceived and put into execution so many projects as to make himself an exception to the general rule that the men behind achievements of this sort are little known. Rather, he is recognized up and down the Pacific Coast as one of the foremost engineers west of the Rocky Mountains.

Since the age of seventeen Mr. Holmes has been identified with engineering. He was born June 10, 1854, at Nantucket, Massachusetts, and when five years old came with his parents to San Francisco. His father, C. Holmes, was prominent in the early history of San Francisco as a miner, then as a building contractor.

After receiving his education in the public schools of this city, the younger Mr. Holmes started out as a surveyor and became identified with a number of leading engineers. He was only nineteen years old when he made all the contour surveys necessary for the development of Lake Chabot, Oakland's principal source of water supply. At twenty-one Mr. Holmes passed an examination for appointment as United States deputy surveyor. Soon afterward he became assistant engineer of the State Board of Harbor Commissioners, leaving this position to design and build the Alameda mole and depot for the South Pacific Coast Railway Company.

It might be well to say at this point that the millions who visited the Panama-Pacific Exposition gazed upon Mr. Holmes' work when they viewed the yacht harbor, its passenger and freight slips and all the other exposition water terminals. As consulting engineer on docks and wharves for the exposition he designed all these features.

Mr. Holmes directed his attention to street railway construction when, in 1887-8, he built the Powell Street Railroad, known as the Ferries and Cliff House Railroad. During the next few years he built the cable railroad at Portland, that at Spokane and the Madison Street Railroad at Seattle. Returning to San Francisco he constructed the Sacramento street branch of the Powell street road, the lower end of the California Street Cable Railroad and extended the Union Street Cable Railroad from Fillmore to the Presidio. Later he secured the contract for the electric street railway at Stockton.

Becoming chief engineer of the Harbor Board in 1892, Mr. Holmes built the water terminals for all the railroads running into San Francisco with the exception of the Southern Pacific, and even in the latter's slips were installed the freight and passenger hoists invented by him. One of his innovations was a teredo-proof pile for wharves, concrete over a core of wooden piles. This type of pile has been used a number of years with great success.

As chief engineer of the San Francisco, Oakland & San Jose Railroad Company, the Key Route, Mr. Holmes designed and constructed the terminal mole which extends 16,000 feet into San Francisco bay. He also built the Sacramento electric road and the greater part of the Oakland, Alameda & Piedmont Railroad, now incorporated with the Oakland Transit Company.

Resigning in 1901 from his position with the Harbor Board, Mr. Holmes became chief engineer for the San Francisco Dry Dock Company. He built Hunter's Point Dry Dock No. 2, at that time the largest graving dock on the Pacific Coast. Later he prepared plans for dry dock No. 3 at Hunter's Point, one of the world's biggest and one that will care for the greatest ocean liners and battle-ships.

Today, in the East as well as the West, Mr. Holmes is considered an authority in his line. In 1904 he was commissioned by the Boston Harbor and Land Board to report on the respective merits of graving and floating docks. He also planned the Canadian Government's dry dock at Victoria. He has a goodly private practice, besides being consulting engineer for the Western Pacific Railway Company for docks and wharves.

Mr. Holmes is a member of the American Society of Civil Engineers and of various other prominent professional, fraternal and social organizations.

CHARLES FREDERICK HORNER

ONE of the first things that impress the visitor to California is the intense loyalty of its citizens. Whatever is indigenous to—whatever pertains to—the State is dear to the heart of every Californian. Of all things loved the best is the "native son," the one who from his earliest days has lived in the environment of its mountains and sunshine and bounteous harvests; and it is worthy of note that a large percentage of the men who now direct the destinies of the State, in politics and business, belong to this class.

In this regard, the story of Charles Frederick Horner, assessor of Alameda County, is worth the telling. Mr. Horner is a native of the Golden State. His father came West with the rush of '49, and subsequently was a flour miller for many years. The elder Horner was a native of New Jersey, where he spent the early part of his life. His brother, J. M. Horner, had preceded him here by some years, and it was in conjunction with this brother that he entered the flour milling business. In fact, the honor of founding the first flour mill in the State belongs to J. M. Horner. It was located at Union City and continued to be the largest producing mill in California for a long while. The two brothers prospered and among other things received a Spanish land grant now known as Horner's Addition, San Francisco.

Charles Frederick Horner was born at Irvington, Cal., November 11, 1858, the son of W. Y. and Anna Emley Horner. He attended the primary schools of that city and then became a scholar at Washington College, Irvington. Some time after leaving college he became interested in the culture of sugar and determined to try his fortune in the Hawaiian Islands, where he went in 1879. The islands, then as now, depended on sugar as their main crop and the field of opportunity open to Mr. Horner was one of exceptional advantages. He was not slow to make use of every favorable circumstance and soon won a competence from the trade. With the advancing years his holdings increased and he became a man of the largest influence, doing an annual business of big proportions. He also interested himself in public questions and served two terms (1887-8) as a member of the Hawaiian Legislature. His business continued to prosper and he was looked upon as one of the leading figures in the sugar industry of what is now among our richest insular possessions. Owing to a thorough study of the subject, Mr. Horner was able to introduce many improvements in the planting of the cane and its handling, which resulted in important economic advance. In short, he entered into all departments of the industry and helped materially in its expansion.

Returning to the United States in 1896, Mr. Horner established himself at Centerville, Cal., and lent his support to its growth, assisting every undertaking with the public welfare as its aim. He is well known in a political way, and was elected Supervisor of the County for three terms on the Republican ticket, discharging the duties of that office in a way that has received general approval. Under his administration a rule of economy and efficiency was obtained, resulting in a substantial saving to the community. This county is one of singular wealth, being located in a district blessed with every advantage of Nature and having excellent transit facilities in all directions, and its industrial importance has also enhanced in recent years until there are few counties in the State which can point to a finer record of growth in all departments. In July, 1911, Mr. Horner was appointed by the Board of Supervisors of Alameda County assessor to fill a vacancy, and upon assuming the duties of assessor moved to Oakland, where he has since resided. Coming to the office at this critical stage of the county's development, Mr. Horner has met with a complete measure of success and is certainly one of the most popular men in the county.

Mr. Horner is an active member of the Native Sons of the Golden West and a supporter of all the ideals for which that organization stands. He is also affiliated with the Masonic Order, the Knights of Pythias, Woodmen of the World, Druids, Odd Fellows, Moose and B. P. O. Elks. Although a busy man he finds times to take an active part in the affairs of all and stands high among fraternalists of the State.

JAMES HORSBURGH, JR.

To do one-tenth of what James Horsburgh, Jr., has accomplished in the interests of California, were to merit everlasting honor as the builder of an empire. And to write it, doing justice to a myriad of details, were to begin the task of compiling a veritable library of history.

For it is history that James Horsburgh, Jr., has made. It is the history of California—its growth from a little-known section to one of the strongest and most wonderful States in the Union. And it is written in millions of printed pages, a product of unremitting effort and a fertile brain.

When, just a few months ago, Mr. Horsburgh resigned as general passenger agent of the Southern Pacific Company to handle Willys-Overland automobiles in the San Francisco district, the San Francisco Chronicle paid him this tribute:

"The friends of James Horsburgh, Jr., predict that his peculiar genius, his never-failing, hearty good nature and his immense energy will find a wider and better expression than ever before as one of the officials of the Willys-Overland organization."

James Horsburgh, Jr., is father of the famous "Raisin Day"; Sunset Magazine was conceived and started by him; due to his preliminary efforts Imperial Valley was transformed from desert into a fertile spot; tons of literature advertising California and the West have been written by him and distributed to the four corners of the world; he first brought Luther Burbank into public notice; farmers' institutes, State farms and agricultural demonstration trains by the dozen owe their being to him; convention after convention has he brought to San Francisco, entertained the delegates and sent them back home rejoicing; he has fostered as many colonization projects as perhaps any man in California.

Born in Edinburgh, Scotland, Mr. Horsburgh removed with his parents to Hamilton, Canada, when he was but two years old. He began railroading when he was still a mere youth, first as office boy in the office of the general manager and treasurer of the Great Western Railway in Canada, later becoming a clerk in the same department.

In 1873, still a boy, Mr. Horsburgh came to California and became a rate clerk in the general passenger department of the Southern Pacific. Headquarters were then in Sacramento, but soon they were moved to San Francisco and Mr. Horsburgh came here with them. From clerk he became chief clerk and, in October, 1884, was appointed assistant general passenger agent. In April, 1906, three days before the great San Francisco fire, he was made general passenger agent upon the retirement from that position of General T. H. Goodman.

Immediately Mr. Horsburgh was thrown into a situation that was almost unprecedented. Under the most trying conditions in the days following the fire he moved 244,000 persons out of stricken San Francisco without cost to them and without injuring a single one.

It was upon the realization that California differed from other sections of the country, that people had to be brought here to see for themselves before they could understand its advantages, that Mr. Horsburgh based his entire publicity campaign. He went after and secured for San Francisco the great convention of the Grand Army of the Republic, followed by that of the Knights Templar and then by that of the Christian Endeavor. For the last-named gathering were brought 23,000 delegates from east of the Rocky Mountains. And by their means the gospel of California was spread amazingly wide.

At another time, when such things were sorely needed, he had his field agents organize improvement associations throughout California; then he got all the clubs in the Sacramento Valley to amalgamate and did the same with those in the San Joaquin Valley and elsewhere. By a publicity campaign he helped the prune growers sell the 90,000,000 pounds surplus of their crop. When the raisin growers got into deep water he did the same for them—the result was "Raisin Day," which saved the situation. Sunset Magazine, a monument to his ability and progressiveness, speaks for itself. The Southern Pacific building at the Panama-Pacific Exposition was the evolution of his idea; and in dozens of other ways did he assist in the great world show.

And now, believing the automobile to be the coming transportation factor, he has entered this new field—and his future, as The Chronicle has pointed out, is assured.

CHARLES F. HUMPHREY

SEVERAL thousand miles separate California from the Philippine Islands, and one does not commonly associate the two so widely different regions together. But they are linked closely in the mind of Charles Franklin Humphrey of San Francisco, for not only is he a farmer in California, but a plantationist in the southern islands also.

All of Mr. Humphrey's interests today are of a development nature. He has acquired large acreages of land, not for speculation purposes but to make it bear and produce useful commodities. Until recently a practicing lawyer, he has turned away from this phase of his career and all of his time and attention is now devoted to the advancement of his private projects.

Mr. Humphrey was born November 23, 1872, at Belleville, Kansas, the son of James C. Humphrey and Anna (Counter) Humphrey. His parents removed to Kansas from Canada, where the elder Humphrey published several newspapers. Therefore, while receiving the groundwork of his education in the local public schools, Charles F. Humphrey naturally spent his spare time working in his father's newspaper office.

In this way Mr. Humphrey gained a thorough knowledge of the newspaper "game," from both the mechanical and the editorial standpoints. When he entered the University of Kansas at Lawrence in 1888, he continued to go back to the newspaper work during his vacation periods, working at different times on the Omaha Bee, the Lincoln State Journal and the Kansas City Star.

During all this time, however, Mr. Humphrey was looking forward to a career in the law. Accordingly, following his graduation from the University of Kansas with the class of 1892, he entered the law institution of the University, taking his degree in 1894. In the same year he was admitted to practice in Kansas, but instead of opening an office there he came west and spent a year in Portland, Oregon, part of the time with Bradstreet's Mercantile Agency and the remainder in the law offices of Emmons & Emmons. The year 1895 brought him to San Francisco. He practiced law independently until some time later, when he became a member of the partnership of Humphrey & Hubbard, a partnership that was continued until 1914, when it was dissolved. At the same time Mr. Humphrey ceased the practice of law entirely, the better to manage his private interests.

For about eight years Mr. Humphrey lived with his family in Europe, at different periods residing in Germany, France and Spain, that his children might learn the various languages first-hand and otherwise have the best opportunities for an extensive education. On August 1, 1915, he brought his family back to San Francisco, where he will henceforth make his permanent residence, spending his summers at Belvedere.

Mr. Humphrey's Philippine interests are in the Cagayan Valley, Island of Luzon. He owns there a large tract of land, which he has developed to the raising of tobacco. He has taken a deep interest in the furtherance of this enterprise and in addition to the growing of tobacco is experimenting with sugar. Although he now raises only enough sugar for the plantation's own consumption, he may increase his acreage in the future so as to enter the field commercially.

The fact that Mr. Humphrey owns about three thousand acres of excellent land in California makes of him a California farmer also. His products are highly diversified, running from fruit to cattle. All of his operations are of a private nature and he has formed no corporations to exploit his projects.

Socially, Mr. Humphrey is a member of a number of clubs, among them the Royal Polo and Golf Club of Madrid, Spain, the Golf Club of Montrieaux, Switzerland, and the Bohemian, Union League and Olympic Clubs of San Francisco. He also is a Shriner and a Knight Templar in the Masonic order. He was married January 16, 1899, to Elizabeth Warren, daughter of John Warren, Esq., of Cheshire, England. He is the father of two sons, James and John Humphrey, the former of whom is now at Phillips Exeter Academy, preparing for Harvard University.

CASSIUS A. HUTTON

CONSIDERING that Cassius A. Hutton, with an education obtained by the sweat of his brow, was at one time the youngest national bank cashier in the United States—with this in view one needs no explanation of how Mr. Hutton has been able to build up from nothing the largest flour jobbing business west of the Mississippi River.

Strenuous and persistent effort, and close application to business—this is the secret of his success, of every success. He has struggled against competition as keen as that in any other commercial pursuit. There have been times when the future looked dark, when it seemed that all his efforts were in vain. But fortitude and persistence on every occasion carried the day, as such attributes nearly always will.

C. A. Hutton was born September 4, 1867, on a farm at Algonac, Michigan, the son of William H. Hutton and M. J. (Higgins) Hutton. When twelve years old he left home and made his way through the public schools of Attica, Michigan. Following his graduation from the high school of Lapeer, Michigan, he attended business college at Bay City.

With the world before him, and the necessity of putting his knowledge to account in his mind, Mr. Hutton entered a railroad office and pursued the study of telegraphy. At the age of nineteen he started as a telegrapher with the Chicago & Grand Trunk Railroad Company. The year 1888 brought him to Cheney, Washington, where he took a position in the station office of the Northern Pacific.

Two or three years more as a railroader and Mr. Hutton began looking about him for an opportunity for more rapid advancement. He was offered a position as bookkeeper in the First National Bank of Cheney and accepted it. As he labored over his figures Mr. Hutton kept his eyes open for knowledge of the business in which he had cast his lot. This desire to learn was noticed and it was not very long until he was given the position of assistant cashier. He was still in his early twenties when he secured the cashiership.

After several years in banking, Mr. Hutton left it to become business manager for a flour milling concern of Cheney. This was his first introduction to the business in which he was later on to become so forceful a figure. In 1898 he came to San Francisco to represent the firm as sales agent, and a short while later he opened in the flour jobbing business for himself in a small way.

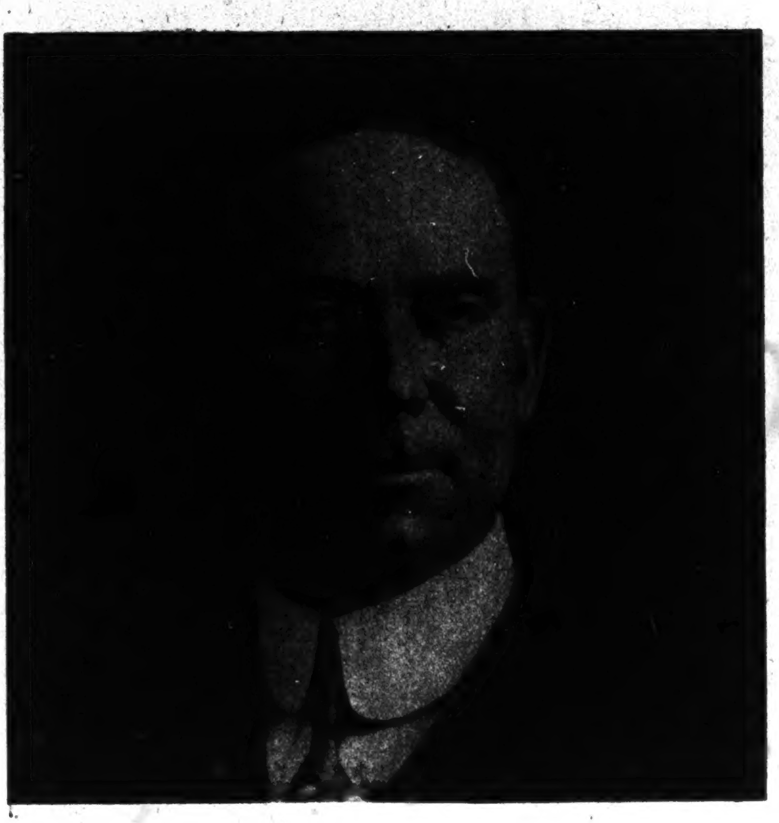
When he started out in his new field as an independent jobber, Mr. Hutton had only about $3,000 in capital. He steadily enlarged his business, however, until in 1908 he organized the C. A. Hutton Flour Company, with offices in San Francisco and Los Angeles, and incorporated. The present volume of business runs between $1,500,000 and $2,000,000 a year, with capital and surplus of $300,000. The corporation, which Mr. Hutton owns and controls entirely with the exception of a few shares issued for organization purposes, confines itself to domestic trade in California.

In a civic way Mr. Hutton has been active. He belongs to the Chamber of Commerce, the San Francisco Commercial Club, and the Olympic and Transportation Clubs. Fraternally, he is a past master of the Masons and is a member of Mission Lodge No. 169, A. F. & A. M.

Mr. Hutton is married and has one son, Harold P. Hutton, who is associated with him in business. He is a lover of home and his new residence at 95 West Clay Park, representing an outlay of $50,000, is one of the most attractive in the city.

California is essentially a land of industrial enterprises. Time was when it produced little of the real necessities of life. Its rich deposits of gold distracted the settler and left him but little interested in anything but the wresting of a fortune from its hills and river beds. Today, what with the directing of attention to the "gold" that can be made to grow upon its fertile acres, other interests claim the populace, and California has become a little country within itself—self-supporting.

One of the most important of these industries of today is the flour business, and in this C. A. Hutton has played, and is destined to play in the future, an important part.



COLONEL D. C. JACKLING

COLONEL Daniel Cowan Jackling, whose business career is well enough known not to need further exploitation, occupies the unusual position in respect to San Francisco of putting something into the city without taking anything out of it.

In other words Colonel Jackling, as the general public probably does not realize, has not a single business interest in San Francisco, despite the fact that he maintains headquarters here in order that his various mining and other properties may be easily accessible to him. He spends annually great sums of money in San Francisco in maintaining his offices and his home, but neither asks nor receives anything in the monetary line in return.

None of Colonel Jackling's interests is exploited to the general public, nor are his operations carried on by the public's aid. Yet he is one of the biggest and most influential business men in the West.

Among others, Colonel Jackling is interested in one way or another in the following corporations: Utah Copper Company, Ray Consolidated Copper Company, Alaska Gold Mines Company, Bingham & Garfield Railway, Ray & Gila Valley Railway, Utah Power & Light Company, Nevada Consolidated Copper Company, Nevada Northern Railroad, Chino Copper Company, Butte & Superior Copper Company, Utah State National Bank, McCornick Company of Salt Lake City, Garfield (Utah) Banking Company, Salt Lake Security & Trust Company, Utah Hotel Company and Utah Hotel Operating Company, Utah Fire Clay Company, Pacific-Alaska Navigation Company, First National Bank of Denver, Garden City Sugar & Land Company of Garden City, Kansas, United Iron Works of Oakland and Kansas City Structural Iron Company.

L. T. JACKS

THE idea that "Opportunity knocks but once at each man's door," and the attendant idea that unless full advantage is taken of the chance Opportunity will not call again—this is by no means of universal application. For if Opportunity fails to seek him out, the red-blooded man will seek out Opportunity. He doesn't wait for the knocking on the door.

Lile T. Jacks, San Francisco attorney at law, didn't sit around waiting when it came time for him to get out and hustle for an education and for a career. He hustled. And this involved, at one period, working in a hotel for his board and, at another period, digging ditches and keeping pace with men many years his senior. But he gained his goal.

Mr. Jacks was born March 26, 1877, on a farm at Meadow Valley near Quincy, Plumas County, California. His father is Richard Jacks, farmer and miner, and his mother Florence Fremont (Bell) Jacks. He attended the public schools of the neighborhood, and after finishing the grammar grades worked for some time as a common laborer for a mining company. The next year he entered the Quincy High School, working in the evenings at the Plumas House, where he boarded. He was graduated in 1900.

Soon after this Mr. Jacks entered the mining field by locating what was known as the Smith's Flat placer claim. He purchased the necessary equipment, rented water and worked the claim for three seasons, making enough money to come to San Francisco in January, 1901. He took a course in the Gallagher-Marsh Business College, and after finishing entered the evening law school of the Young Men's Christian Association, where he received his A. B. degree. The course covered a period, in all, of four years. He also took a post-graduate course at St. Ignatius University.

Meanwhile, immediately after taking up the study of law Mr. Jacks worked for a month as stenographer in a mercantile firm, holding down this position in the day time and attending school in the evenings. In 1902 Mr. Jacks was placed in charge of the schools' supply department under the direction of the Board of Education, a position he retained until about the time he completed his law course.

In 1906 he became a deputy under County Clerk Harry I. Mulcrevy. This position he resigned in 1908, took his bar examinations and was admitted to practice November 18, 1908, before the District Court of Appeals of California. Since then he has been admitted by the United States District and Circuit Courts. For about a year after he first was admitted he was a clerk in the law offices of McNair & Stoker. Then he started practicing independently and has done so ever since, with the exception of about a year when he maintained his office in connection with that of Frank S. Brittain, now attorney for the Panama-Pacific Exposition.

Confining himself almost exclusively to the practice of civil law, Mr. Jacks has specialized in probate matters and has handled a number of important estates in court. Among these was the $250,000 estate of Mrs. Ruth Hannah Muzzy, which has been settled and distributed to the heirs.

Mr. Jacks represented Mrs. Lovell White, chairman of the Outdoor Art League Club, an auxiliary of the California Women's Club, in the fight before the 1914 State Legislature on behalf of the cemetery condemnation bill. This was a measure to amend the code of civil procedure relative to eminent domain, so that the City of San Francisco might take over old cemetery lands and make memorial parks out of them. Mr. Jacks framed the bill, which was the only bill of a similar nature that was passed by the Senate. The whole bill is to be taken up again before the next legislature.

In addition to his probate and other work Mr. Jacks is attorney for several corporations and business concerns, the Home Manufacturing Company; the Imperial Company, manufacturers of waterproofing; Fish Brothers, real estate dealers, and several others.

Socially, Mr. Jacks is a member of the Native Sons of the Golden West, the Deutscher Club, Woodmen of the World, and other private clubs. He was married in San Anselmo, September 21, 1913, to Miss Ethel Kluver, daughter of Mr. and Mrs. Henry Kluver of San Francisco, and granddaughter of the late Henry Dobbel, wealthy California pioneer and member of the Vigilance Committee of San Francisco's early days.

HENRY T. JONES

WHEN business philosophers have set forth, as the fruit of long experience, what things are necessary to bring about a man's rise in the world, the whole weighty argument may be boiled down and resolved into three words—ability, effort and perseverance.

Given those attributes, a man may gain all others with but little extra trouble. But it is essential that he have the three. The man who will not or cannot assimilate learning, the man who yawns and watches the office clock, the man who flits from one position to the other in the hope of "landing something good" without working up to it—such men to failure are foredoomed.

Henry T. Jones is today general superintendent of the United Railroads of San Francisco because he has, and has had all along, ability, perseverance and pluck. In order to learn all about the business he had chosen for a career he began at the very bottom. He worked, he was dependable, and it was not long until his worth was recognized.

Mr. Jones is a native of Bristol, England. He was born January 22, 1866, the son of Daniel Jones, a Colonel in the British Army, and Emma (Proctor) Jones. He attended Rugby schools and in 1881 entered the Royal Navy and was assigned to H. M. S. Britannica. Two years later his father died and he left the navy.

Almost at once Mr. Jones entered the employment of Sir Clifton Robinson, who at that time was constructing the Higate Hill cable railroad in London, after having been manager of the Bristol Tramways. This was the first road of its kind in Europe and was designed after the cable railroads of San Francisco, which were the first in the world. In 1884 Mr. Jones, in his capacity of conductor, operated the first car over the Higate Hill line, with the Lord Mayor of London and other dignitaries as guests.

After a few months as a "platform man" Mr. Jones was given a clerkship in the company's offices, remaining in this position until 1887. Thereafter, for a time, he traveled abroad. Returning to London from Mexico, he learned that Sir Clifton Robinson had come to the United States, to Los Angeles, California, where he was installing a line for the Los Angeles Cable Railroad. Desiring to stay on with his first employer, Mr. Jones returned to America and Sir Clifton made him assistant superintendent of the road.

In 1890 Mr. Jones did something that few men do. He went back to get more experience in the actual handling of street cars. In need of fresh air, and in the belief that with a firmer groundwork in the street railway business he would be better enabled to maintain an executive position when he came to it, he came to San Francisco and became a conductor on the old Market Street Cable Railway. Since that time he has remained in San Francisco and has risen steadily through the ranks to the position he now holds.

Successively he became inspector, car dispatcher and time-table expert, and in 1902 when the United Railroads was organized was appointed superintendent of employment. Two years later he was made division superintendent and this position he held for nine years. He was appointed acting general superintendent in July, 1913, to succeed the late Elwood Hibbs. Meanwhile, in addition to the regular duties of his office, he also continued as the company's time-table expert as well as chief of the employment bureau. On January 1, 1915, he was formally made general superintendent.

Mr. Jones personally has employed all the men of the rank and file that the United Railroads has added to its payroll since the company's formation in 1902. He is a born executive and withal one of the most popular men in the service of the United Railroads. Today he is at the head of actual operation of a road that has 278 miles of single track, electric and cable. Including 1900 platform men, he has under his direction about 2500 employes of all classes. His has been a long and faithful service. And the days that he has worked 20 hours out of the 24, notably following the fire of 1906 and during the subsequent strike, have borne their fruit.

Mr. Jones is a member of the Transportation Club and the Indoor Yacht Club. He was married in 1902 in San Francisco to Miss Blanche A. Le Juene, daughter of A. Le Juene, the noted Belgian sculptor. He has two sons, George F. Jones, 10, and Burgess William Jones, 6.

FRANCIS V. KEESLING

ONE thinking of an exponent of the law naturally associates with the profession the idea of a man whose interest lies wholly in the interpretation of Blackstone. The impression of versatility is not present, and it is somewhat surprising to find a lawyer taking part in anything so "frivolous" as, for instance, baseball, or in something so practical as military affairs.

Francis V. Keesling, in his career as a lawyer, has found pleasure in both these side pursuits. In his student days at Stanford University he was baseball manager. During the San Francisco fire of 1906 he was major of a National Guard battalion that won great praise for its work in preserving order and in saving life and property. The law, however, is his forte and in this and in semi-public life he has rendered such service that his friends, at the State primary election in 1914, ran him for the Republican nomination for Governor and gave him a flattering vote of 65,028.

Born in San Jose February 17, 1877, Mr. Keesling was educated in the public schools of the Garden City, being graduated from the San Jose High School in 1894. He was a member of the Gamma Eta Kappa fraternity and represented the High School in a debate against the State Normal School. Entering Stanford University he secured the degree of A. B. in 1898. As he went along his personal popularity increased. He was first president of his class; was editor-in-chief of the Stanford Quad in 1898, the year he was baseball manager; and held membership in the Sigma Nu fraternity, the Phi Delta Phi, Skull and Snakes Honor Society and the Press Club.

Following his graduation Mr. Keesling continued his study of the law in the office of William M. Pierson and Crothers & Crothers. On December 31, 1898, he formally was admitted to the bar.

Prior to this, in 1898, he spent three months organizing a compaign to secure for Stanford University a constitutional amendment correcting vital defects in the foundation trusts and grants and making provision for exemption from taxation by the Legislature. In 1899 he obtained from the Legislature a submission to the people of the desired amendment. He kept at work in the educational campaign until late in the summer of 1900, when he toured the State. The final result was the adoption of the amendment by the voters and the giving of untold benefits to the University.

Mr. Keesling enlisted as a private in the National Guard of California, Battery D, First Artillery, in July, 1901. He was elected a lieutenant in March, 1902, and in December of the same year was made a captain in command of the battery. He was specially detailed as a representative of the State to the joint maneuvers of the United States Army and the National Guard at West Point in 1903, and subsequently was elected associate member of the Military Service Institution.

The fire of 1906 brought a test of his efficiency. He was elected major of the First Battalion, Coast Artillery, whose work was unequalled by any Army or National Guard force on similar duty. In the California archives and elsewhere are official reports setting forth this fact. The late E. H. Harriman, the railroad king, paid a well-deserved tribute when he said:

"These men left their private affairs and their homes at a critical time, many laboring under the distress of personal loss, and gave their service to their State in her hour of need. Praise, and only praise, is due the National Guard of California for its service in this crisis."

Similar commendation was set forth by Governor Pardee in his message to the extra session of the Legislature June 2, 1906.

Mr. Keesling has always been a stanch Republican and at present is chairman of the Republican State Central Committee. In 1907 he was elected regent of the Sigma Nu fraternity at Chicago. Socially he is an active club member; fraternally, he is a thirty-third degree Mason and at present is senior grand warden of the Grand Lodge, F. & A. M., of California.

Limiting his professional practice to civil law, Mr. Keesling has taken part in many important legal matters. Following the passage of the Dick Bill he practically rewrote the State law to conform to it. He heads the Stanford Law Association as its president.

Mr. Keesling was married in 1903 to Haidee Grau of Sacramento and is the father of four children. The family home is in Presidio Terrace, San Francisco.

E. J. KINGSBURY

THE world owes much to the inventor—how much, one can readily conceive by gazing about at the innumerable "necessities of life" which our forfathers knew nothing of and were forced to do without. Inventions have made earth more livable; they have lifted man from the gloom of ignorance and made him master of all he surveys.

Primarily, E. J. Kingsbury is a mechanical and electrical engineer. But he also is an inventor and today he has to his credit at least three really big accomplishments along this line, with innumerable others of lesser importance.

His latest coup is the electrograph. This is an electrical advertising device whereby, through patented mechanisms known as the "unit control," letters, characters and illustrations may be shown extemporaneously either by night or by day. The "unit control" allows any number of different currents of electricity to pass over the same wire at the same time without interference, thus making it possible for a single contact and a single wire to control an unlimited number of points. By means of a standard typewriter the different characters may be written on one or more signs with only one key for each letter or character and one wire per character. The advantages of the electrograph over any other electrical advertising device are extemporaneous control as compared with previously prepared "copy," low cost of construction and operation, and the fact that it is the only device whereby pictures, cartoons and colored illustrations may be flashed on an electrical sign at will, different pictures appearing on the same space at different periods.

Mr. Kingsbury invented the electrograph while he was in Juneau, Alaska, and has been devoting his time to its development since 1914. He incorporated in Alaska under the firm name of the Kingsbury Electrograph Company, of which he is president and manager. The initial financing of the concern was completed in Alaska and the first unit of the electrograph is now being built. Since early in 1915 the general offices have been in the Merchants National Bank Building, San Francisco.

E. J. Kingsbury is a native of Minnesota. He was born July 12, 1878, at Le Roy, the son of Dr. E. J. Kingsbury, a physician and surgeon, and M. H. (Hard) Kingsbury. He attended the public schools of Cannonsburg, Pa., was graduated from the high school of Knapp, Wis., and later from McAllister College at St. Paul. He took post-graduate work in mechanical and electrical engineering at Armour Institute, Chicago, and was awarded the degrees of M. E. and E. E. in 1899.

His first work was with the Atwood Lumber Company in Minnesota, where he installed power stations for something more than two years. Then for four years he installed and operated power stations for the Great Northern Railway. At the end of this period he became superintendent of power and light for the White Pass & Yukon Railway at Skagway, Alaska, and after three years went with the Alaska-Treadwell Gold Mines Co. at Treadwell, with whom he remained four years in the installation and operation of hydro-electric machinery.

Among Mr. Kingsbury's other inventions is an electrical safety device for railroad bridges and culverts. In case of fire, washout, strain or stress to the bridge, the device throws the semaphore signals and automatically calls up the train dispatcher and gives him the number and name of the bridge. All this is accomplished on existing telegraph wires and in operation it has proved eminently successful.

Mr. Kingsbury also invented and perfected a mechanical refrigeration system through the use of electro-chemistry. This is to be used in homes in small units, the current required being less than that consumed by a 60-watt Mazda lamp. Another of his inventions is an automatic cut-off for steam engine governors, which will, for instance, make impossible the running away of an engine. Mr. Kingsbury is also secretary-treasurer of the Quertier Machine Co. of San Francisco.

In 1900, at Willow River, Minn., Mr. Kingsbury married Miss Eva Thompson, and is the father of one son, Orval H. Kingsbury, who is now attending Lowell High School.

EMILIO LASTRETO

IF it were necessary to describe, in one word, the character of Emilio Lastreto, that word would be "versatile." For not only is Emilio Lastreto a successful practicing attorney but he also is a linguist, a notable interpreter of Shakespearean roles, a writer, and a fencer of national reputation. And, aside from all this, he is active in a civic way as well as socially and fraternally.

Mr. Lastreto is a native of San Francisco. He was born February 25, 1869, the son of Luigi Felix Lastreto, who for half a century carried on here a commission business with Central and South American countries. His mother was Charlotte (Parrain) Lastreto. After passing through the Washington Grammar School, Mr. Lastreto entered the Boys' High School, from which he was graduated in 1885.

For two years following this he was enrolled at Hastings College of the Law in San Francisco. Because he was below the age of 21, however, the institution could not graduate him. Not to be forestalled by a mere matter of age, Mr. Lastreto and several other youths in the same situation clubbed together and completed their studies independently. Then, on May 5, 1890, Mr. Lastreto was admitted to the bar before the Supreme Court of California at Sacramento. Several years later, on December 23, 1898, he was admitted to practice before the United States Circuit and District Courts also.

Immediately after securing his credentials Mr. Lastreto began practicing alone in San Francisco, and has continued so ever since. His law work is of a general civil nature. He speaks French, Spanish and Italian fluently, in addition to English, and his clientele is largely composed of members of those three races resident in this section of the State. Mr. Lastreto has assisted in several probate cases of importance and has also practiced some in mining law, although his interests in mining are largely those of an investor. He has also been admitted to practice before the United States Land Offices.

As a Shakespearean actor Mr. Lastreto is widely and favorably known. On the top story of his home on Russian Hill he has fitted up a small, but no less complete, private theater. It has everything in scenery, lighting effects and properties that the regular stage has. Four years ago he organized the Lastreto Shakespearean Players, whose productions, presented before private audiences only, have elicited much praise. Speaking of Mr. Lastreto's portrayal of Iago in "Othello," a reviewer said:

"Brobdignagian in the superb manner in which he pictured Iago on his Lilliput stage, Lastreto won the encomiums of his audience by his enthusiasm and disclosed why, for the mere love of acting, he has been willing single-handed to equip his playhouse and bear the financial burden of the series of Shakespearean shows that have made it locally famous."

For twenty-five years Mr. Lastreto has been playing Shakespeare. Though always an amateur, he has appeared on several occasions with famous professionals. In 1893 he appeared with Sarah Bernhardt in "Cleopatra," "La Tosca" and "Jeanne d'Arc" at the old Grand Opera House. In his private theater he has played Shylock in "The Merchant of Venice," Othello and Iago in "Othello," Cardinal Wolsey in "King Henry VIII," and the title roles in "Hamlet," Richard III," "Macbeth," and "King Lear."

For years Mr. Lastreto has been an exponent of fencing, and has done more different kinds of fencing than any other amateur in the West. His efforts have won for him a number of championship medals. In the early nineties he gave a series of exhibitions at the Olympic Club with Professor Tronchet, then champion of America, and for years he has been the club's fencing leader. He was chairman of the department of athletics for fencing of the Panama-Pacific International Exposition and was judge and director of the exposition tournament, held at the Olympic Club in May, 1915. On different occasions he has written articles on fencing for the magazines; his writings also include dramas, several of which were produced here before the 1906 fire, at the old Columbia Theater.

Ever since it was organized, Mr. Lastreto has been chairman of the Orphan's Board of the Independent Order of Red Men. He is past-sachem of Yosemite Tribe No. 103, I. O. R. M., past-president of Alcalde Parlor No. 154, N. S. G. W., vice-president of the North Beach Promotion Association, and a member of the Players' Club of San Francisco.

He was married June 6, 1906, in San Francisco to Goldie Cuffield and has three children, Eva, Emilio and Carlo Lastreto.

Mr. Lastrato's offices are in the Chronicle building where he has been established since 1892. He is the Chronicle building's oldest tenant.

JAY MONROE LATIMER

THE largest verdict for personal damages ever awarded by a jury in a California court was won by Jay Monroe Latimer, San Francisco attorney at law, on behalf of a client.

Such a record, in itself, is sufficient to establish the reputation of a practicing lawyer. But in the case of Mr. Latimer it merely strengthened a reputation already gained by reason of a long continued and consistent success in the field of his chosen profession.

The suit in question was that of Elsa U. Arnold et al. vs. the San Francisco-Oakland Terminal Railways. The plaintiff, widow of Joseph Charles Arnold, a civil engineer killed when a train of the defendant corporation struck the automobile in which he was riding, asked damages of $75,000 for her husband's death.

The trial, held in the Superior Court of Contra Costa County at Martinez in February, 1914, lasted eight days and a night. Attorney Latimer, by stipulation, spoke less than an hour in his address to the jury, but in this hour he displayed such power of oratory—as described in the newspapers of the next day—and drew such colorful word pictures of the widow and three children suddenly bereft of husband and father, as to elicit tears from jury and courtroom spectators alike. After being out only about an hour the jury returned a verdict in which Mrs. Arnold was awarded damages of $30,000—a record figure.

To glance over Mr. Latimer's career from the beginning, he was born August 12, 1875, on a farm near Le Roy, Medina County, Ohio. His father was Julius A. Latimer, a retired lawyer, and his mother Mary Elisabeth (Leonard) Latimer. Mr. Latimer attended the public schools of Le Roy, meanwhile doing his allotted work at home in the mornings and evenings, and in the summer season taking his place in the fields with the men.

When he was eighteen years old he was graduated from the Le Roy High School. Thereafter he entered upon a combined teacher's and business course at Wayne Normal College at Wayne, Nebraska, but left before graduation to read law in the office of his brother, George A. Latimer, at Norfolk, Nebraska. He remained with his brother until 1896, when he removed to Butte, Montana.

In 1899 Mr. Latimer entered the law department of the University of Washington at Seattle. The next year, however, he heard the call of the North, with the result that he gathered together his belongings and went to Nome, Alaska. He began there the practice of law, continuing for three years, with the exception of one winter when he returned to Seattle and pursued his studies at the law school. He built up a clientele rapidly, doing a general civil law business and specializing in mining law. In fact he tried some of the most important mining cases that came up in Alaska while he made his residence there. In 1902 he was defeated in the contest for appointment as United States Attorney at Nome under President Roosevelt. Mr. Latimer spent eight or ten months in 1903 in Juneau, then removed to Fairbanks, Alaska, and practiced his profession there until 1908, when he came to San Francisco. He has remained here ever since.

While living at Fairbanks, Mr. Latimer sought relaxation in authorship. The result was an ably written and profusely illustrated article entitled, "Our Riches of the Far North," published in Metropolitan Magazine of November, 1907.

At present Mr. Latimer, in view of the volume of such business that he is asked to handle, might be said to specialize in actions for damages. He also does considerable work of a probate nature, and has settled a number of goodly estates in the past few years.

Although he is a strong Republican, and is ever actively interested in furthering the party's cause, Mr. Latimer could not be termed a politician. At the instance of his friends he became a candidate, in 1914, for the short term as Chief Justice of the Supreme Court of California, to fill the position made vacant by the death of Chief Justice Beatty. The office was won, however, by Matt I. Sullivan.

Mr. Latimer confines his fraternal activities to membership in American Lodge No. 5, Knights of Pythias, of San Francisco.

JEREMIAH LYNCH

HE has swum in Alaska's river Yukon, in the Nile of mystic Egypt—and has written gripping books about each. In the capitals of the Old World and the new he is equally at home. He is as well known in Cairo, to use the words of the famous Lord Kitchener, as in his own San Francisco. And between the two world extremes one finds his footsteps everywhere.

It is condensation, not elaboration, that is difficult in telling the story of Jeremiah Lynch, author, clubman and world traveler. His has been a well-rounded life, tinctured with just enough hardship to make the pleasant side the more appreciated.

Jeremiah Lynch, a native of Massachusetts, came to California with his parents in 1858, when he was quite a child. The family settled in Shasta, then a flourishing mining town, where Mr. Lynch's boyhood was spent. The boy attended the common schools of Shasta, then for one year was enrolled in the San Francisco High School—but his formal education was discontinued when he was sixteen years old. In the world's school he has gained all the rest of that learning which has enabled him to become the recognized authority in literature and other subjects that he is today.

In 1870 Mr. Lynch came to San Francisco to remain. In 1876, during the bonanza excitement when fortunes were being made on every side, he became a member of the San Francisco Stock Exchange, with which he remained affiliated for twenty years. He was elected president of the Exchange in 1888 and at the end of his first term was re-elected by unanimous vote.

Although he always had taken a keen interest in politics, Mr. Lynch did not enter the political arena until 1882, when he ran for the State Senate on the Democratic ticket and won the seat by a majority of five thousand votes. During the two regular sessions of the Legislature and a special session called by Governor Stoneman in 1885, Mr. Lynch made a persistent and determined fight against every unnecessary appropriation and measure of extravagance. During this and two other terms Mr. Lynch was closely connected with the many attempts at legislation against the railroads. In fact he introduced several measures to prevent railway aggression, but all were defeated by the corporation hirelings.

Jeremiah Lynch, to quote from The San Francisco Chronicle, is the man "who made San Francisco too hot to hold Boss Buckley." The senator's fight against Christopher Buckley, unscrupulous Democratic blind boss of the eighties and nineties, had its inception while Mr. Lynch was in the State Legislature, when he saw in all their force the evils of "the system." Senator Lynch wrote a little monograph entitled "Buckleyism," which subsequently became famous for its scathing denunciation of the blind politician and his myrmidons. The pamphlet received a column and a half review in the London Times and was noted by Professor Bryce in his "American Commonwealth."

With the publication of "Buckleyism" the fight was on. It was the first open and independent cry against bossism. But it was not until after he had spent some time abroad that Senator Lynch brought his campaign against crooked politics to a decided victory. Returning to San Francisco he became a member of the Wallace Grand Jury and was largely instrumental in causing that body to indict Chris Buckley and his fellow boss, Sam Rainey.

The political career of Senator Lynch closed with his race for the United States Senate, soon after his Grand Jury work. He was given a considerable number of votes in the caucus. Stephen J. White secured the nomination, however, and was elected. Since that time Senator Lynch has been in politics simply in an advisory sort of capacity.

The rush of gold seekers to the Klondike carried Mr. Lynch along with it, and in the fall of 1898 he found himself in the frozen north at the head of large mining operations. He remained in the Klondike three years. At times he had as many as a hundred men working under his direction, and he returned to civilization in 1902 with a handsome fortune.

He is well remembered in Alaska as the man who invented a new method of thawing the ground to work it for gold. He evolved and perfected a hollow drill through which steam is fed, thawing as it goes, and by which work that formerly took three or four men eight hours to perform can be done in twice as many minutes. Mr. Lynch never has patented his process. He saw that the mining community needed it and he gave it willingly for the general good. Today the drill is being used all over Alaska.

Since his return from Alaska Mr. Lynch has had no business pursuit. He has spent his time in extensive travel, has been to Europe and Egypt a dozen times or more and has circled the globe.

As an author Mr. Lynch has gained particular note. His friends were so surprised at the literary excellence of his first production, "Buckleyism," that they couldn't believe he, a man who had never displayed his talent in this direction, wrote it. So he wrote another book to prove he did.

This second book was the famous "Egyptian Sketches," a work that the book reviewers promptly termed a classic. It is well written and as popular today as when it first was issued. It was commented upon widely by the Athenaeum and the London Spectator for its vivid portrayal of true Egyptian life and scenery. The work was produced in 1891, after Mr. Lynch had spent a year in the lotus land.

While in Alaska, Mr. Lynch wrote and had published in London another interesting book, "Three Years in the Klondike." This excited such comment as to cause it to be translated into both French and Spanish. It, like "Egyptian Sketches," is a faithful portrayal of a certain spot on the earth's surface. One can "feel" the cold when one peruses its pages.

What is considered by many Mr. Lynch's chief work is the latest book, "A Senator of the Fifties," published in 1911. This is the story of one of the most exciting decades San Francisco and California have known, told with the brilliant but ill-fated David Broderick, one-time political boss and United States Senator, as the principal character. The book is considered one of the most valuable additions to the history of California of recent years.

During these years in which his larger books have appeared, Mr. Lynch has written a number of miscellaneous poems of acknowledged worth which, if collected, would fill a volume. Lately, however, he has done nothing serious in this line, although his friends are importuning him to take advantage of good health and a clear brain to produce something more and give the reading world the benefit of his wide experience, his quaint humor and his ability as a story teller.

Mr. Lynch is no longer a senator. He has not been for twenty years. But his friends persist in calling him such, and as "Senator" Lynch he undoubtedly will go down to posterity. He has never married. He is one of the "old guard" of the Bohemian Club, where he makes his home when in San Francisco.

On two occasions Mr. Lynch has written and produced a high jinks for the Bohemian Club. One of these, still vivid in the minds of the Bohemians, was the presentation of "The Lady Isis in Bohemia" on the evening of May 5, 1914. The occasion was the giving of a precious mummy to the club by Mr. Lynch.

During the year 1890, while in Egypt, Mr. Lynch procured a mummy which he presented to the Bohemian Club. The mummy was that of a female member of the regal family representing the twenty-fourth Egyptian dynasty and was discovered at Girgeh on the Nile just prior to the arrival there of Mr. Lynch and United States Consul-General Schuyler on their way to Thebes. Two other mummies he brought back, those of high priests, later found their way into the Golden Gate Park Memorial Museum. These were destroyed, as was that of the princess, in the fire of April, 1906.

So highly prized had the mummy been by the Bohemian Club that Mr. Lynch set out to secure another to replace the one that was lost. One thing and another came up and it was not until seven years later that he journeyed to Cairo. There he found that no mummies were to be had. When found, they were in most instances claimed by the Cairo Museum.

About to give up in despair, Mr. Lynch learned of the existence of the mummy of a royal princess, a worshipper of the great goddess Isis, in the palace of a Pasha where it had rested many years. The Pasha was dead but his relatives, not regarding the ancient relic with the same veneration, agreed to part with it. It was only by the intervention of certain high potentates in Cairo, however, and the winning over of Lord Kitchener, present war lord of Great Britain, that Mr. Lynch obtained permission to transport his prize to San Francisco.

The Lady Isis was installed in her present resting place in the Bohemian Club with lavish ceremony and after the presentation of the sketch which Mr. Lynch had written for the occasion.

Not the least striking attribute of Mr. Lynch—and a biographer, to be just, must be complete—is his versatility. He is one of the best amateur billiard and chess players in California. He can swim all day and ride all night, even now. He has read pretty much of everything worth reading and remembers most of it. He can read Egyptian hieroglyphics easily.

Socially, Mr. Lynch maintains his reputation for cosmopolitanism for he is a member of fifteen clubs from Cairo to San Francisco, including Paris, New York and London, among those of the latter the Authors' Club and the Royal Geographical Society.

JOHN J. McCLELLAN

THERE is something about a pipe-organist that seems to lift him out, as it were, from among the rest of mankind. Undoubtedly this something is his art. A man who can bring forth from a keyboard of endless intricacy tones that will move the thousands to tears, or hold them spellbound veritably for hours—there is in this man the sublimity of profound genius. He is like the novelist, the artist, only more so. For music appeals to our primal emotions as words or colors never can.

John Jasper McClellan, who appeared in five wonderful recitals in Festival Hall at the Panama-Pacific International Exposition, is a pipe-organist. He is such in the fullest sense. Music to him is life itself. As organist at the famous Mormon Tabernacle at Salt Lake City he is accustomed to do frequently what he did in San Francisco—sway a throng as it never was swayed before by the mere movement of a finger.

"Professor McClellan," to quote a critic, "understands an organ as others understand a person. To him it is something more than a collection of pipes. It has life. It breathes. It talks to him. He is a master which it obeys and he caresses it as others would a pet. He talks to it with his hands and it responds in the language of music. It becomes eloquent under his touch. People flocked to hear its oratory."

John J. McClellan was born at Payson, Utah, April 20, 1874. At the age of ten he began his study of music. Later he went to Saginaw, Michigan, and studied two years with A. W. Platte; then to Ann Arbor and was graduated from the University of Michigan School of Music, where he was a pupil under Professors A. A. Stanley, Johann Erich Schmaal, Alberto Jonas and Xavier Scharwenka. He also was a pupil of Ernst Jedliczka of Berlin, Germany.

While at Ann Arbor Professor McClellan organized and directed the first large orchestra there. He also was organist of St. Thomas Catholic Church and pianist of the University Choral Society. In 1893 he was assistant to Professor Stanley on the great organ used at the World's Columbian Exposition at Chicago, which later was installed at Michigan University. Following this he became assistant to Professor Jonas in the Michigan School of Music and during 1895-96 taught musical theory there. He was professor of music in the Brigham Young University at Provo, Utah, in 1900-01 and in the latter year became a member of the faculty of the University of Utah.

Since October 1, 1900, Professor McClellan has been organist of the Mormon Tabernacle, which has the second largest pipe organ in the world; conductor of the Salt Lake Opera Company since 1902, and director of the Salt Lake Symphony Orchestra since 1908. He founded the Utah Conservatory of Music at Salt Lake in 1911 and remains dean and head of the pianoforte department. He is now at work on an original course for the study of the piano. Today he is regarded as the leading musician of Utah and more students have gone from his studio to European and Eastern art centers than from any other studio in the State.

Professor McClellan's reputation as a concert organ recitalist is international. He has "opened" pipe organs in nearly every State. He gave four recitals at the World's Fair in St. Louis and ten on the great organ at the Jamestown Exposition, besides those at San Francisco's great fair. Everywhere, music lovers and critics have considered him one of the most thorough musicians and artists of his generation.

Not only is Professor McClellan an exponent of melody—he creates it. In addition to several songs, anthems and instrumental compositions he composed the "National Ode to Irrigation," which has been sung at the National Irrigation Congresses of Portland, Sacramento and Boise by the Ogden (Utah) Tabernacle Choir of 200 voices, each rendition costing $12,000. In 1911 he was official accompanist of the Mormon Tabernacle Choir's triumphal tour from Salt Lake to the New York City Land Show, during which they sang his ode more than thirty times at a cost exceeding $50,000. He is Utah State President of the National Association of Organists and a colleague of the American Guild of Organists, as well as secretary of the Clayton Music Company of Salt Lake City.

Professor McClellan is essentially an artist. And his devotion to this art is one of his most noticeable characteristics.

CHARLES R. McCORMICK

LOOKING back over the passage of time, twelve years does not seem at all long to the most of us. Why, twelve years ago we weren't much different than we find ourselves today. But, if time may be measured by activities, this period must appear unusually extended to Charles R. McCormick. For it was only a dozen years ago that he established in San Francisco a lumber business which today is one of the largest on the Pacific Coast.

In 1903 Charles R. McCormick, with little back of him other than practical experience, opened offices in San Francisco and began selling lumber on a commission basis. He then had but one employe—a stenographer. Today his employes are numbered by hundreds. He is at the head of Charles R. McCormick & Co., lumber manufacturers and dealers, and of a number of subsidiary concerns, whose annual business runs into the millions. And lumber shipped from his mills goes to all parts of the world.

Born July 6, 1870, at Saginaw, Michigan, Mr. McCormick is the son of A. W. McCormick, a pioneer lumber man of Michigan. The elder McCormick went to Saginaw—which was for years the greatest lumbering district in the world—in 1858, when it was a small village, and grew up with the town. Mr. McCormick's mother was Harriet (Frisbie) McCormick.

After attending the public schools of Saginaw, Mr. McCormick followed his parents to New York State, where his father purchased a farm and retired from business. Later on he attended the military academy at Albany, N. Y., leaving there when eighteen years old and for two years thereafter working in the Albany lumber district.

As in the case with so many successful men, Mr. McCormick began at the very bottom. With the experience thus acquired he went to Ontonagon, Michigan, on Lake Superior, and became grader in the mills of the Diamond Match Company. Five years later he went into the lumber inspection and shipping business for himself. In 1896 a forest fire destroyed Ontonagon and its mills and Mr. McCormick removed to Menominee, Michigan, and established himself. In 1901 he came west to Portland, and a few months later came to San Francisco to accept a position as San Francisco manager for the Hammond Lumber Company. He remained with the Hammond people until he opened his own offices in 1903.

Since then Charles R. McCormick & Co. have built, and now operate, ten lumber steamers. Mr. McCormick is president of the companies that own and operate the steamers Klamath, Willamette, Yosemite, Multnomah, Celilo, Shoshone and Wapama, and also operates the steamers J. B. Stetson, Temple E. Dorr and Nehalem and the schooner Forest Home. Besides this, the company is now building a wooden schooner of record size, capable of carrying 2,000,000 feet of lumber and with semi-Diesel engines as auxiliaries. The McCormick steamers carried in excess of 20,000 passengers up and down the Pacific Coast in 1915.

Mr. McCormick and his associates have practically made the town of St. Helens, Oregon, 30 miles down the Columbia River from Portland. He is president and controlling stockholder, not only of Charles R. McCormick & Co., but also of the St. Helens Lumber Company and Columbia County Lumber Company, which operate two huge lumber mills at St. Helens. He is president of the St. Helens Creosoting Co., which has there the largest plant of its kind in the West; of the St. Helens Shipbuilding Co., which has its own shipyard for constructing the McCormick vessels; and president also of the St. Helens Light & Power Co. and other related concerns. St. Helens has several miles of waterfront, besides 12 miles of railroad running back into the timber, and it is Mr. McCormick's idea to make the place a real manufacturing center, with the erection of additional factories to handle the by-products of the lumber mills, which now are manufacturing 100,000,000 feet of lumber a year.

The Charles R. McCormick interests handled 201,000,000 feet of lumber in 1914. Sales offices are maintained at San Francisco, Los Angeles, Portland and New York, and yards at San Diego, Riverside, San Bernardino, Oceanside and Escondido, besides a 1,000-foot loading dock at San Pedro. The large yard at San Diego carries a lumber stock of 10,000,000 feet, and the San Pedro dock a stock of 4,000,000 to 6,000,000 feet of mining timbers; from San Pedro are supplied nearly all the mines of Arizona. This San Pedro mining-timber business alone averages $1,500,000 a year in volume.

In 1907 Mr. McCormick was married in San Francisco to Miss Florence C. Cole, daughter of the late Edward P. Cole, a prominent attorney. The couple have two children, Charles R., Jr., and Florence C. McCormick.

BENJAMIN L. McKINLEY

FOR thirteen consecutive years Benjamin L. McKinley was in the United States District Attorney's office at San Francisco. During this period, starting in with the rank of assistant United States attorney, he advanced himself to the position of chief assistant, and finally to the United States attorneyship itself. Such a record can stand alone.

Mr. McKinley was appointed to the United States Attorney's office, Northern District of California, on July 26, 1901, by the late President McKinley. From the outset he was successful in prosecuting actions, both civil and criminal, and the records of the office disclose hundreds of instances in which he won signal victories at bar. He handled all legal matters pertaining to the Postoffice Department within his jurisdiction, most of the work of the United States Secret Service, the more important Customs cases and a great deal of miscellaneous actions. He served under three United States Attorneys, Marshall B. Woodworth, Robert T. Devlin and John L. McNab. On January 1, 1911, he became chief assistant, by appointment; then on June 26, 1913, following the resignation of McNab from the office, Mr. McKinley was appointed McNab's successor by United States District Judge William C. Van Fleet. Six months later, after filling the office with general satisfaction, he resigned and was succeeded in turn by John W. Preston, the present U. S. Attorney.

Mr. McKinley is a native of San Francisco. He was born July 26, 1874, the son of Benjamin F. McKinley, for many years connected with the Postoffice Department, and of Mary A. (Daly) McKinley. President William McKinley was his first cousin.

After receiving his preliminary education in San Francisco's public schools Mr. McKinley was graduated from the Clement Grammar School with the class of 1888. He then entered St. Ignatius College and was graduated from that institution in 1893 with the degree of A. B., later on being awarded the degree of Master of Arts there also. Immediately after leaving St. Ignatius Mr. McKinley enrolled at Hastings College of the Law, the legal department of the University of California, secured his LL. B. and was admitted to practice law in California in 1896.

Five years Mr. McKinley practiced law independently in San Francisco, with consistent success, before he received his appointment as assistant United States District Attorney. Since his withdrawal from that office in 1914 he has resumed his private practice. His professional work at present is in all branches of the law.

He was given a distinct honor when, in 1913, he was appointed professor of law at St. Ignatius College, his alma mater. He has held this position since, regardless of the fact that it takes up considerable time which might be applied to pursuits of greater pecuniary reward.

Politically, Mr. McKinley has never been active as an office seeker, although he has worked consistently for his party's success. He is a stanch Republican and on one occasion, in 1909, at the earnest solicitations of his friends, made the race for City Attorney with the indorsement of the Business Men's Committee, but was defeated.

For many years Mr. McKinley has been an earnest worker on behalf of the Young Men's Institute and has held various offices in the organization. He was elected Grand President of the Y. M. I. in 1914 and served until 1915, during which time he was head of a jurisdiction in which the order has 7,000 or 8,000 members. He was also for a long time Colonel of the First Regiment, League of the Cross Cadets, resigning in 1913, after having brought the regiment up to a high state of efficiency. He is an active member of the Knights of Columbus, belongs to San Francisco lodge No. 3, B. P. O. Elks, and is past president of Precita Parlor No. 187, Native Sons of the Golden West.

Because of his long connection with the United States Attorney's office, and the large number of cases he tried in the United States courts, Mr. McKinley is today considered one of California's leading authorities on Federal law.

J. E. MANNING

THE truly useful citizen, in any community, is he who is willing at any time to serve either his city, his State or his country in any way in which he can accomplish the most good. J. E. Manning, attorney at law, has in at least two ways given this service. He enlisted for the Spanish-American War and helped fight for his country in the Philippines, and he represented Marin County at the last session of the State Legislature and was a stanch defender of his constituents' rights.

A native of California, Mr. Manning was born in Oakland, October 3, 1873, the son of Andrew Manning, a farmer, and Mary (Kehoe) Manning. After securing his preliminary education at Sacred Heart College of San Francisco, he attended for a year at St. Mary's College, Oakland, and was graduated in 1892 with the degree of B. S.

The same year, with his mind set on the study of law, Mr. Manning entered Hastings College of Law. His spare time he spent in the law offices of Fisher Ames, furthering his knowledge of the profession. Hastings awarded him his LL. B. in 1895 and at once he was admitted to the bar and commenced practice in association with Mr. Ames, his preceptor.

This continued until June, 1898, when, the United States of America calling for volunteers in its war with Spain, Mr. Manning enlisted as a private in Battery A, 1st Battalion, California Heavy Artillery, U. S. V. He saw service in the Philippines from November, 1898, to July, 1899, when his command returned to San Francisco, where he was mustered out. He was a non-commissioned officer at the time his organization was discharged from the service.

Upon doffing the khaki for "civilians" once more, he resumed his professional association with Mr. Ames, and, following the San Francisco fire of 1906, became a member of the law partnership of Ames & Manning, a partnership which continues to this day. Since 1903 Mr. Manning has made his home in San Anselmo, Marin County, although his offices are in the Pacific building, San Francisco. In 1908 he was chosen city attorney of the town of San Anselmo, Marin County, and filled this position with credit until May, 1914.

At the general election on November 3, 1914, Mr. Manning was chosen as State Assemblyman from the 17th Assembly district, Marin County, on the Republican ticket. Subsequently he fathered a number of important bills. While at the Legislature he was characterized by his fair and impartial attitude toward labor, as well as by his refusal to take the labor programme—or any other programme, for that matter—right down the line. When an attempt was made, just before the election, to get him to bind himself to one fixed policy, his answer was that on all important questions a lawmaker must consider carefully all arguments, pro and con, before he can arrive at a conclusion that satisfies his conscience that he is right. This attitude he maintained in the face of all who approached him with the idea of attempting to swerve him from his policy of justice.

One of Mr. Manning's bills, which was passed and approved, places the street improvement bond on a solid basis and it makes it merchantable and one that a bank will accept. Instead of the contractor making collections on the bonds the amounts of the interest and redemption are placed on the tax bills, and all the banker need to do is to go each six months to the city treasurer and collect his accumulated interest, and each year, from the same office, collect installment redemption payment on the bonds he holds.

Another bill prepared by Mr. Manning which passed both houses and was vetoed, provided for the improvement of streets and roads in unincorporated towns by the County Board of Supervisors. As it is at present, a town must incorporate before it can do street work, and in many cases the expense is prohibitory. The bill, if it became a law, would make incorporation unnecessary.

In addition to his other public services, Mr. Manning has been secretary of the sanitary board of sanitary district No. 1 of Marin County for the past eleven years.

His law practice is almost entirely of a civil nature. He is general counsel for a number of corporations and has also done considerable work in the probate courts.

Mr. Manning is a member of the B. P. O. Elks, the Native Sons of the Golden West and the United Spanish War Veterans.

JOSEPH MARTIN

ONE of California's principal industries is the shipping of perishable fruit in refrigerating cars across the Sierra and Rockies to Eastern markets, and depositing it, thousands of carloads a year, fresh and tempting on the breakfast tables of Chicago, New York and a score of other cities.

Joseph Martin, general manager of the National Ice and Cold Storage Company of California, in the early eighties was responsible for the first shipment of California fruit under ice to the East. How much good has resulted to California through this project may readily be conceived. Thousands of men and women today are provided with employment by the State's fruit industry. California's greatest advertising asset is her ability to place her fruit on the Eastern markets in a season when the East itself is shivering under snow and ice—and this asset is directly traceable to Mr. Martin's launching of the refrigerating scheme.

With the success of this project assured Mr. Martin turned about and laid the foundation for another great industry by shipping to Australia the first ice and cold storage machines ever used in the Antipodes. This has made it possible to ship Australian meat to the United States, to the British Isles and to Continental Europe, and the trade has gone on unceasingly ever since.

Joseph Martin was born in Frodsham, Cheshire, England, April 21, 1854, the son of Joseph Martin and Mary (Grice) Martin. He was educated at Overton College in Frodsham and in 1868, when fourteen years old, came to San Francisco by way of the Cape Horn passage. He arrived here October 21, 1868.

It is significant that his first employment was in the ice business. He advanced rapidly. In 1872, when only eighteen, he was sent on an important mission to England and Europe, where he remained nearly a year. Returning to California he became, like others, interested in the gold mining possibilities of this State and Nevada. He entered the new field, locating for a time at Virginia City, Nevada, during the boom there.

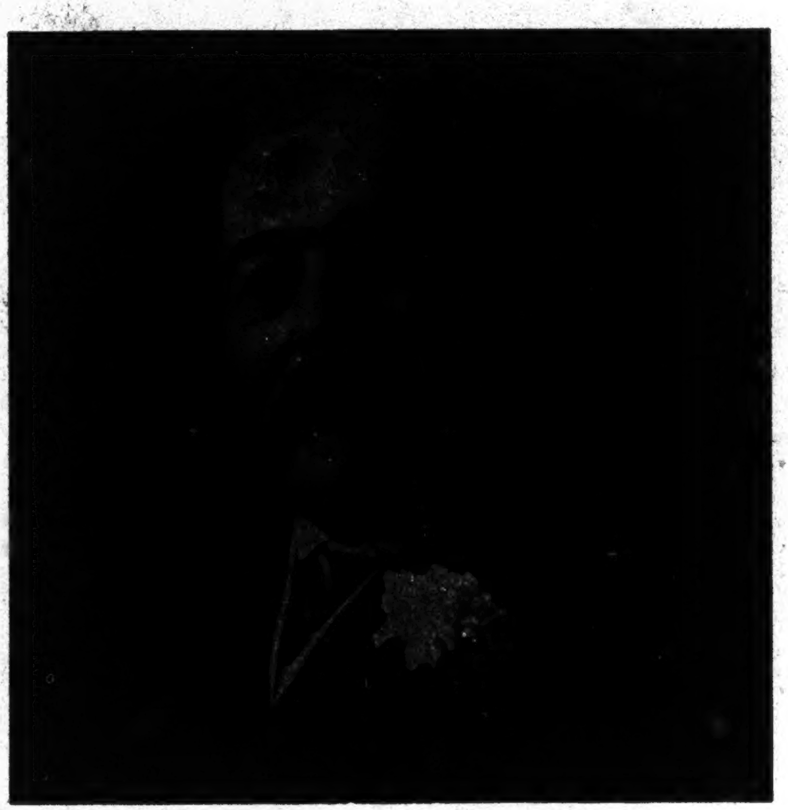
The year 1875, however, brought Mr. Martin back to San Francisco. He organized the Mountain Ice Company in 1878, operated it with profit for five years and in 1883 launched the Floriston Ice Company. Later he helped form the Union Ice Company, and about this same time started the shipping of California fruit overland. At different times Mr. Martin has organized and operated a score or more of ice manufacturing concerns. In his building up of the ice and cold storage business he has come to be known as one of the leaders in the industry here and elsewhere.

By an amalgamation of the smaller plants in 1912 was organized the National Ice and Cold Storage Company of California, with an authorized capital stock of $15,000,000. The company's charter is the most comprehensive ever granted any ice and cold storage enterprise. With an eye to the opening of the Panama Canal the corporation mapped out an extensive field. It is authorized to buy, sell and deal in ice and all kinds of refrigeration and to carry on an export and import business upon the broadest lines with several States and foreign countries; to maintain offices and stores in the United States and foreign countries; to construct and operate refrigerating plants anywhere; to buy, sell and deal in securities of other corporations and to buy, obtain and hold patent rights and trade marks.

Joseph Martin has been characterized as the man who started the ice business on this coast "with a single cake of ice" and nursed it into a great industry. But while doing this he was not neglecting to look about him for opportunities of other kinds. He invested in several oil and mining properties with good success.

In addition to his very responsible position as general manager of the National Ice and Cold Storage Company of California, Mr. Martin is vice-president of the Fresno Consumers' Ice Company, vice-president of the Nevada National Ice & Cold Storage Company, a director of the Commercial Petroleum Company and the Atlas Wonder Mining Company, and secretary of the Sparks-Reno Electric Railroad.

Mr. Martin is one of those men who believe that to attain real success in any enterprise, one must absorb just as much knowledge as possible of his business. It was with the view of furthering his education in this way that, in 1909, he toured the world inspecting the ice and cold storage plants of every foreign city in which they could be found. His two sons, Joseph Martin, Jr., and Chester Miller Martin, accompanied him and the trip was a combination of business and pleasure.



CAPTAIN WILLIAM MATSON

ONE bright day in the year 1867 the schooner Bridgewater, after a long and hazardous voyage around the Horn from New York City, passed in through the Golden Gate and dropped anchor in the Bay of San Francisco. Among the crew, which was impatient to rid itself of memories of storms encountered and overcome and to stand once more on terra firma, was a husky 18-year-old youth—William Matson.

That was nearly half a century ago, the day when William Matson first strode up Market street in San Francisco, eager for an inspection of the city whose fame already reached around the world. Today, after decades crammed full of activity, Captain William Matson stands as founder and head of the Matson Navigation Company, one of the greatest ocean transportation companies on the Pacific, as Consul for Sweden, as president or director of several big corporations and as one of the most highly respected and most influential workers for commercial and civic betterment in the State of California.

Among the corporations in which Captain Matson is interested as officer or director are: Matson Navigation Co., Honolulu Consolidated Oil Co., Paauhau Sugar Plantation Co., Atlas Wonder Mining Co., Commercial Petroleum Co., Hawaiian Oil Co., Honolulu Oil Co., Honolulu Plantation Co., Parkside Realty Co. and Wonder Water Co.

Captain Matson is a power in business circles. And he is a power because of upright dealing, a spirit of progressiveness, and a firm belief that California is to become, with its industries and its shipping, one of the foremost of these United States.

E. J. MILEY

NEVER does a man gain success in this world without there being a good reason for it. Analyze his career and you will find, invariably, honest expenditure of effort and a consistent struggle against reversals on the high road to achievement.

When circumstances over which he had no control forced him into inactivity in one line, Emmor Jerome Miley turned to another and developed himself in that. Today he is president and general manager of the State Consolidated Oil Company, with offices in Los Angeles, and a commanding figure in the oil industry of the nation.

Born October 22, 1873, in St. Clair County, Illinois, son of George C. Miley and Nancy (Wildermann) Miley, he was orphaned when still young. When seventeen years old he came to California, was graduated from the San Francisco High School in 1895, and on this foundation began building his career.

His start was in the fruit growing business, of which he had learned a great deal during his school vacations. He leased deciduous fruit orchards in Solano County and for the next five years shipped his product, with prevailing success, to outside markets. During the same period he also raised citrus fruits in Southern California.

About this time interest was being awakened in California's possibilities as an oil producing State. In 1900 Mr. Miley sold his fruit holdings and became interested with Joseph B. Dabney in oil. The two leased a tract of land in the McKittrick district in the San Joaquin Valley and drilled ten wells the first year. Later the Dabney Oil Company was formed and Mr. Dabney and Mr. Miley sold out their holdings to the new concern.

Mr. Miley then turned about and became interested in the Silver Bow Oil Company, with holdings in the McKittrick and Midway districts. The Midway has since become one of the most famous oil sections in the world, but at that time it was undeveloped and Mr. Miley was one of its pioneer prospectors. The Silver Bow was a Montana corporation and Mr. Miley was its general manager for California. Independently, he drilled and brought in the first commercial well in the extreme north end of the McKittrick district.

In 1903 came a slump in the oil industry and Mr. Miley's company ceased operations. He started out for himself and drilled several wells, but the market failing to relax he went to Nevada and interested himself in mining. He began developing copper mines, only to run into another period of financial depression following the San Francisco fire of 1906. Then he returned to San Francisco and associated himself with the Summit Construction Company in the rebuilding of the city.

The year 1908 brought new vitality to the oil industry and Mr. Miley again invaded the McKittrick fields, forming, with David J. Graham, the State Oil Company, with Mr. Miley as president and general manager. The concern operated until March, 1911, then took over personal holdings of Miley and Graham and was reincorporated as the State Consolidated Oil Company, with Mr. Miley still at its head. With Joseph B. Dabney, in 1913, Mr. Miley developed properties in Ventura County under the name of the Hidalgo Oil Company, but sold out in 1914, although the State Consolidated still operates there. Early in 1914, again with Mr. Dabney and under the name of Joseph B. Dabney & Company, he began development once more in the Midway fields, where the concern at present has 15 producing wells. Mr. Miley retains valuable holdings also in the McKittrick, Bellridge and Front fields.

Mr. Miley became a national figure in the oil business when, in 1910, he was one of the first chosen as member of the California oil men's Washington delegation. He gave valuable aid in compiling data for presentation to Congress and was rewarded by a personal compliment from the Congressional committee that was investigating the industry. Also the report, which followed the withdrawal of millions of acres of oil lands by the Government, brought about new laws clearing up titles and protecting investors against loss.

Fort Miley, San Francisco, is named in honor of Mr. Miley's brother, John David Miley, who gained heroic renown in the Spanish-American war. From First Lieutenant he became chief aid to General Shafter, was brevetted Brigadier-General and given the rank of Lieutenant Colonel in the volunteer army. Later, while Inspector General in the Philippines, he died.

E. J. Miley was married in 1898 to Beatrice M. Butler, daughter of A. B. Butler, former Fresno vineyardist and oil operator. They have three sons, Emmor Jerome Jr., 15; Alban Butler, 7; and David, 3.

THOMAS L. MILLER

HOW forcibly, sometimes, do little things or a combination of little things, react upon and shape our future destinies! A single action, a spoken word, even a thought has swerved men from the path they were treading and made their lives something entirely different from that on which they had planned.

Thomas L. Miller, president of the West Coast-San Francisco Life Insurance Company, owes his entrance to the insurance field largely to the fact that as a youth he was attracted by the sea and spent a great deal of his time on and about the water. In this way he picked up a fund of first-hand, practical information of things maritime; and when the old Commercial Insurance Company of California wanted a man to take charge of its marine department, Mr. Miller, by reason of his knowledge and experience, was given the job.

In 1875, following a course in Urban Academy of San Francisco, an early-day school which then took the place of a college, Mr. Miller had secured a place as bookkeeper in the old Merchants' Exchange Bank. He remained there several months, until the bank went into the hands of a receiver. Then, casting about for another job, he landed the one with the Commercial Insurance Company.

For something like nine years Mr. Miller remained with this concern. At first he had charge of the marine department. Later on he went to Portland, Oregon, and with J. W. G. Cofran represented the Commercial Insurance Company and the Hartford Fire Insurance Company as general agent in the Pacific Northwest. Resigning from this agency in 1885, he returned to San Francisco and for the next four or five years managed his own interests.

At the end of this period Mr. Miller entered the insurance field again and, in association with L. L. Bromwell and M. A. Newell became general agent of the People's Fire Insurance Company of Manchester, N. H., and of the Amazon Insurance Company of Cincinnati. After a couple of years he sold out his interest in the agency and took over the Pacific Coast agency of the Southern Insurance Company of New Orleans, remaining so until the company retired from the Coast.

Then, in 1895, Mr. Miller went with the Pacific Mutual Life Insurance Company as assistant secretary and manager of its industrial department. The Pacific Mutual, in September, 1901, sold its industrial insurance business to the Metropolitan Life Insurance Company, and early in 1902 Mr. Miller went with the Metropolitan as superintendent of agencies at the home office in New York. He served in this and other capacities until 1905, when he broke down in health and returned to San Francisco for a much needed rest.

The organization of the West Coast Life Insurance Company was brought about by Mr. Miller in 1905, in association with Dr. George A. Moore, former president of the Pacific Mutual. Dr. Moore was made the first president of the new concern, and Mr. Miller vice-president. The organization was effected just in time to be swept away by the fire of April, 1906, which destroyed offices, statistics and the best insurance library west of the Missouri river. Almost before the smoke had cleared away the company had rented a flat on Ellis street and had resumed business. No furniture was to be had and Mr. Miller sat on a box, using a packing case for a desk. It was not until July, 1907, that a downtown office could be secured.

On February 16, 1915, occurred an event important in local insurance circles. This was the consolidation of the West Coast Life with the San Francisco Life Insurance Company, incorporated in 1910. Mr. Miller became president of the new West Coast-San Francisco Life Insurance Company.

The new concern, with a capital stock of $350,000, strengthens the security of policy holders and makes a strong influence in Northern California. Life insurance companies are the biggest gatherers and centralizers of money in the country today. And the fact that Mr. Miller is and has been for a long time a leader in Pacific Coast insurance circles, augurs that the West Coast-San Francisco Life will become the dominant factor in the Northern California investment field.

Mr. Miller belongs to the Burlingame Country Club, San Francisco Commercial Club and the Masonic order, Knights Templar and the Shriners. He was married in 1885 in San Francisco to Eleanor L. Laidley and has one son, Thomas Nuttall Miller, a mining engineer at present in Korea.

THOMAS S. MINOT

EIGHT years of litigation to set aside land grants on the Pacific Coast has placed Thomas S. Minot, attorney at law, in a unique position among his colleagues, inasmuch as he is the first man locally to launch such litigation against land titles which he believes wrongfully held.

On July 12, 1915, was handed down by Justice Charles E. Wolverton of the U. S. District Court for Oregon a decision which settles, declares Mr. Minot, the legal controversy over the Coos Bay Wagon Road Grant, in which litigation Mr. Minot represented many people determined to break the grant and distribute the land to bona-fide settlers.

The first suit against the Southern Oregon Company, claimant of the grant, was brought by Mr. Minot in 1907 before the then U. S. Circuit Court at Portland. It involved tne aforesaid land grant, which was made by Congress in 1869, during the reconstruction period following the Civil War. Congress granted it to the State of Oregon in trust; the State passed it along to the Coos Bay Wagon Road Company in trust, and finally it was acquired by the Southern Oregon Company in violation, says Minot, of the original granting act. It is a 12-mile strip, nearly 68 miles long, extending from Coos Bay to Roseburg, Oregon, containing 95,000 acres of excellent timber and agricultural land, valued at $15,000,000.

The Supreme Court's decision, made by Justice Joseph J. McKenna June 21, 1915, in United States vs. the Oregon & California Railroad Company, became the law of the case against the Coos Bay grant. In the railroad case numerous settlers on the property in controversy came in as cross-complainants or interveners. Justice McKenna's ruling was one of the strangest and ablest in American legal history. It was wholly negative—all parties litigant were beaten. The lower court, which forfeited the land to the Government, was reversed and the Government thrown out of court on the ground that it had no right to forfeit. The railroad's grant was declared legal to the extent that the grantee was entitled to an equity of $2.50 an acre but should lose the grant. And the interveners were denied relief on the ground that they, not being in privity with the original contracting parties, never had a right to settle on the land or to enforce its conditions.

The result of this decision will be that Congress must enact a law by which a commission may be appointed to sell the land for $2.50 an acre plus the expenses of the commission. The interveners must take their chance with the others who may try to gain a portion of the land at the sale.

Mr. Minot, in 1909, brought suit against the Southern Pacific Railroad Company before the U. S. District Court at Los Angeles on behalf of 45 oil men to enforce or control an exception in the patent to 6,960 acres of oil land near Coalinga, valued at $3,000,000. The exception, decree of the Secretary of the Interior, and patent, is to the effect that mineral lands were excluded from the railroad grant. Through Mr. Minot's efforts the Government was brought in and has instituted suit to set aside the patents covering this territory. This litigation, involving oil lands valued at $2,000,000,000, is pending. The Southern Pacific is still, in defiance of law, says Mr. Minot, taking oil from this Government land and not paying for it—nor owning it, unless it and the Standard Oil Company own the Government. Meldrum, Puter, McKinley, Mitchell and others were convicted of looting the public domain in Oregon in the land fraud cases, but no one interferes with the Southern Pacific and it is taking $1,000 where the timber grabbers took one, Mr. Minot declares. Other oil lands are withdrawn from men of moderate means by a beneficent but impotent administration.

Thomas Sumner Minot was born August 18, 1862, in Brunswick, Maine, son of Alexander Baker Minot and Mary (Ramsdell) Minot. His father's line runs back to Elder George Minot, who settled at Salem, Massachusetts, May 30, 1630. Elder George Minot was the son of Thomas Minot, Esq., Secretary to the Abbot of Walden, Essex, England.

After completing his education in England Mr. Minot returned and spent three years studying law with Hon. John A. Gray and General J. M. Siglin at Marshfield, Oregon, and was admitted to the bar at Salem, Oregon, in 1896. November 12, 1902, he was admitted before the U. S. District and Circuit Courts. He removed to San Francisco in February, 1901, and in July was admitted to the bar of this State; September 10, 1909, to U. S. District and Circuit Courts of Southern California, and October 6, 1909, to U. S. Circuit Court of Appeals.

J. R. MOLONY

ORGANIZATION undoubtedly has more to do with the success of a venture in which several hands and minds are needed to carry on the work, than any other one factor. This is coming to be recognized more and more as the years of the twentieth century slip by. Young men, active and intelligent, with their new ideas of system and efficiency, are everywhere superseding the older ones who have allowed themselves to run along in the proverbial rut.

When J. R. Molony became Western branch manager for the Aetna Life Insurance Company at San Francisco the business was practically in its infancy, although the office had been established eight years. The company stood in seventh place in volume of business in this territory. By reason of his organization methods Mr. Molony put his company into first place three years later, in 1913, and the Aetna has since been doing the largest casualty business in this territory. Since 1910 Mr. Molony has increased the business just an even thousand per cent.

Mr. Molony is a native of Humboldt, Nebraska. He was born September 25, 1881, son of R. S. Molony, an attorney at law, and Katherine (Ungles) Molony. His paternal ancestors were of the Knickerbockers of New York and his mother's people were prominent in Virginia.

Following his graduation in 1899 from the Humboldt, Nebraska, High School, Mr. Molony entered the University of Nebraska. He spent six years in the law and academic departments but did not take either degree, as circumstances made it necessary for him to leave school. He became connected with the Lincoln Star, and for several months filled a position in its circulation department.

Mr. Molony's introduction to the insurance business came in 1905, when he went to St. Paul and became a solicitor for the Employers' Liability Assurance Corporation of London. After about a year he was placed in the claims department as an adjuster, but after a few months was made superintendent of agencies. Nine months more saw him in charge of the Minneapolis office as district manager, where he remained two years.

In the spring of 1909 Mr. Molony accepted a better place with the Aetna Life Insurance Company at Hartford, Connecticut. He was executive special agent and his work was largely of a general agency organization nature in the accident and liability department. Coming to San Francisco April 1, 1910, to fill the vacancy caused by the resignation of the Western branch manager, he has remained here ever since. His territory embraces California, Nevada, Arizona and the Hawaiian Islands.

The reason for Mr. Molony's gratifying success in his new field is that he has applied Eastern intensive cultivation methods through a young and aggressive organization built up from raw and green material. He is a strong champion of the college-trained man and his present organization has a college man at the head of every department. Nearly all of these men are under thirty years of age. In his office he has, in addition to the Aetna Life Insurance Company's accident and liability department, the Aetna Accident & Liability Company and the Automobile Insurance Company of Hartford, both subsidiaries of the Aetna Life.

Ever since he came to San Francisco Mr. Molony has been actively engaged in organizing all the casualty underwriting companies doing business here into the Casualty Underwriters' Association, which was formed in 1911. He has been chairman of all its committees on organization and legislation, and as such has helped bring about a general co-operation to meet new problems growing out of the employers' liability and workman's compensation laws.

In 1913 Mr. Molony initiated the opposition to the Boynton Act before the California Legislature by the employers and property owners of the State and Chambers of Commerce. The fight was admittedly the hardest ever made on a bill at Sacramento; some 300 amendments were added, and this was the only thing that gave California fair liability rates.

Although his forbears for seven generations back were in politics, Mr. Molony finds no time for such activities except in a way that affects his business. His social activities also are limited to membership in the Bohemian Club and in the Alpha Tau Omega and Theta Nu Epsilon fraternities. He is unmarried.

Mr. Molony believes that a man, to succeed, must choose his field and then devote himself wholly to advancing himself in this sphere. And the fact that he has followed his own belief explains his rapid progress.

P. J. MORAN

EVERYTHING that has come to P. J. Moran, Salt Lake City capitalist and industrial promoter, has been the reward of stern, honest, unremitting effort. Riches have not been handed him. His career he has carved by the sweat of his brow—and he has carved it well.

P. J. Moran did not come to the great West in the days known as "pioneer"; yet he has made himself a pioneer in the true sense of the word—for he started out as a leader and he has remained such ever since.

When he was but seven years old Mr. Moran was left fatherless. He was born in Yorkshire, England, January 23, 1864, the son of Laurence Moran of County Mayo, Ireland, and Bridget (Durkin) Moran of County Sligo, Ireland. Ten years old he was, a mere child, when he started to seek an independent living. Of schooling he had but little. His education he acquired in the workshop, supplemented later by individual study when the day's work was done.

Bidding his birthplace good-bye when he was fourteen years old Mr. Moran crossed the Atlantic and in April, 1878, landed in Baltimore, where he spent four months. He then went to Cincinnati, where he became apprentice to a steam-fitter, mastering his trade and working at it in Chicago as a journeyman until 1887. Removing to Omaha, he remained there several months and then came still further westward to Salt Lake City, where he has since lived and prospered.

Mr. Moran worked about two years at his trade in Salt Lake City, then started in as a steam heating and ventilating contractor. He furnished and installed most of the heating plants in the city's public schools as well as those in the State University at Salt Lake City and in the State Agricultural College at Logan. He also fitted a number of office buildings, residences, churches and schools in various parts of Utah.

As he went along he enlarged his field. In 1900 Salt Lake City awarded him the contract for the installation of a new and modern waterworks costing several million dollars. One part of the work in particular, the Big Cottonwood conduit, ten miles long, has since been pronounced one of the finest of its kind in the United States.

In 1903 Mr. Moran branched out again and became a paving contractor. His company has laid many miles of asphalt on the streets of Salt Lake City, Ogden and other cities of the West and Middle West. Hundreds of men are given employment at the Moran asphalt plant, one of the largest in the country.

In concrete construction he has excelled. He put in the masonry for the American Smelting and Refining Company's plant at Garfield, Utah, and also built the power plant of the Utah Light and Railway Company in Weber Canyon. In the past twelve or fifteen years he has built practically all the enlargements to Salt Lake's water supply system. He constructed the immense water conduit leading from City Creek Canyon, as well as the irrigation dam of the Pacific Reclamation Company by which the water of Bishop Creek, near Wells, Nevada, has been conserved and a vast acreage about the new town of Metropolis has been made to blossom.

One of Mr. Moran's greatest enterprises of recent years was his purchase, as head of a syndicate, of the Utah Portland Cement Company, of which he is president and controlling stockholder. The corporation's plant in Parley's Canyon near Salt Lake City is one of the largest in America, and supplies a market in which cement formerly was scarce.

It would require pages to enumerate all of Mr. Moran's successful industrial enterprises. He organized and incorporated the Federal Coal Company of Utah, of which he is vice-president and general manager; he is director of several realty concerns that handle his vast land holdings; he is director and one of the incorporators of the National Copper Bank of Salt Lake City; he is president, general manager and sole owner of the P. J. Moran Contracting Company, his original concern; and is a director of the Keith-O'Brien Company, which operates Salt Lake City's largest department store, in addition to his presidency of the Portland Cement Company of Utah.

They like P. J. Moran in Utah. Every year there is set aside a "Moran Day," when his thousands of employes take their wives and children and friends for a picnic and outing. And by this they give him the strongest testimonial for honesty and right dealing that any man can receive.

PAUL CONRAD MORF

WHEN Paul Conrad Morf left the home of his birth in Germany at the age of sixteen to see the world, his relatives asserted that he would soon be back. But he kept going and never did return except for a short visit. He found his way to California. He is a Californian.

That youthful departure from the Fatherland was not at all romantic. He did not run away, nor ship before the mast, nor come west aching to kill Indians. He departed soberly, with full and formal leavetaking and money in his pocket. Then he crossed the Atlantic and the American continent and finally reached the ranch of an aunt in Calaveras County.

The Calaveras advent was the real beginning of his career, for he studied law in that mountainous county and has adhered to the legal vocation ever since. He has climbed until recently he was made counsel for the United Railroads of San Francisco, and still more recently was appointed city attorney of Oakland, where his home has been for several years.

Morf was born in Esslingen, Wurtemberg, Germany, April 2, 1869. He is the son of Emil Morf, a merchant, and Pauline Morf, whose forefathers included several burgomasters in her native city.

Paul Morf went through the usual German elementary school course and then entered the Esslingen Lyceum, where training is begun for professional careers. At the age of sixteen he completed his course and was ready to enter a university. But he did not enter a university. He passed the Statue of Liberty and entered California.

After a few health-giving years at his aunt's ranch, Morf became competent in the English language and renewed his early desire to study the law. He already knew French and Latin and Greek and some Hebrew, but he cannily waited until he could gain a fair command of English. With this acquired, he entered the law office of Judge Ira Hill Reed at San Andreas, going through all that neophytes in the law usually endure.

This was in 1885, when the turbulent pioneer days were just beginning to wane. Then he was offered a chance of going to the law office of F. W. Street in Tuolumne County, where he completed his studies. He was admitted to practice by the Tuolumne County Superior Court and, in May, 1890, by the California Supreme Court.

Morf then went back to San Andreas and hung out his sign. This was in 1889. There was law in San Andreas, but also some lawlessness, and the young attorney was kept fairly busy. His first three cases were murder cases. In 1893 Morf went to Stockton and became associated with former Congressman J. A. Louttit in the practice of his profession.

Morf, in 1899, went to Europe for a visit. Returning a year later he found an opening in New York City and practiced law there until 1908, when he returned to California, taking up his residence in Oakland and practicing in San Francisco with Frank Solinsky. His work soon attracted the attention of officials of the United Railroads of San Francisco and he was invited to join that company's legal staff, meanwhile continuing his private work. Then, last July, when the Davie administration took charge of Oakland's affairs, Morf was named city attorney, a position which he now holds.

Mr. Morf has always taken an active interest in political affairs, although the present is his first public office. He has been chairman of the Republican County Central Committee in Calaveras, chief clerk of the State Senate's judiciary committee in 1893, chairman of the Calaveras delegation to the Republican State Convention in 1894, and an active member of the Alameda County Republican Central Committee during the strenuous 1914 campaign.

Perhaps Morf's most notable achievement of recent years was his drafting of the Public Utilities District bill, which passed the recent Legislature and revolutionized the handling of water district matters in California.

A portion of the residents of Alameda County desired to form a water district in Autumn, 1914, but the project failed of passage because the voters showed their fear that the then existing State statute was so worded as to invite political favoritism in the administration of a water district.

The citizens clamored for a new law. Morf was picked to draft it. When completed, his work was discussed pro and con throughout the State, but in the end it was successfully passed before the Legislature, thus giving the commonwealth a new and improved method of controlling water districts and bringing Morf into prominence as the "father of the Public Utilities District bill."

LEON E. MORRIS

THERE are at least three essentials to any man's success—intelligence, perseverance, speed. With these three things as attributes, and with the determination that goes with them, no problem is too great nor no obstacle too big. The wide-awake and aggressive individual will be found, when the smoke of battle clears away, to have won the point for which he set out.

Leon E. Morris, San Francisco attorney at law, has just such a character; and by reason of it he has made for himself in the comparatively few years he has been practicing a record of accomplishment that many an older man in his profession might well envy.

Born February 24, 1884, in San Francisco, Mr. Morris is the son of Henry E. Morris and Henrietta (Levy) Morris. His father has been in the draying business in this city since 1876 and is well known and liked in San Francisco business circles. The younger Mr. Morris, after attending the public schools, was graduated from Lowell High School in 1901 and the same year entered the University of California. He received his degree of A. B. in 1905 from the University, and his LL. B. in 1907 from Hastings College of the Law.

The beginning of Mr. Morris' law practice really dates from 1905, the year he entered Hastings College, for it was then he entered the law offices of Bishop & Hoefler as clerk and all-around handy man. He was formally admitted to the bar May 1, 1907. Meanwhile, in 1906, Thomas B. Bishop had passed away, and on March 1, 1909, Mr. Morris became a partner in a new law firm known as Hoefler, Cook, Harwood & Morris. When, on August 1, 1913, this association was dissolved and the new firm of Hoefler & Morris was organized, Mr. Morris became its manager. This in turn was dissolved January 1, 1915, since which time Mr. Morris has been practicing alone, as the head of a highly efficient personal organization.

It is not an abuse of the superlative to say that Mr. Morris has made a phenomenal record for a man of his years. Confining himself to a general civil law practice he is general counsel for a number of corporations and holds officerships or directorships in a score or more others. Included among these are the Brunswick-Balke-Collender Company of California, the Steiger Terra Cotta and Pottery Works, the Howard Cattle Company and other interests of the late Edward W. Howard and of the Whitwells of Boston.

One of his recent coups, in which the necessity for speed was paramount, was the mandamus proceedings, in 1914, against the trustees of the City of Hanford. The removal by the trustees of an initiative measure from the ballot at the last minute was involved. Mr. Morris had but three hours to frame proceedings that covered 40 typewritten pages. But he accomplished it, rushed the case to court and succeeded in establishing the point of law that city trustees cannot halt the voting on ah initiative measure as it is a matter having to do with the State constitution. Incidentally, in this instance, the initiative proposition won.

In a recall against two trustees of Vallejo in 1914, Mr. Morris won another notable victory. The trustees refused to canvass a vote in which it appeared that at least one of them had been ousted from office. The appellate court in Sacramento was appealed to for an alternative writ of mandate to compel the trustees to make the canvass, and from there the case was taken to the Supreme Court. Mr. Morris disclosed the fact that the two "reform" candidates had run for the office of trustee indiscriminately instead of specifying which of the terms, the long or the short, each sought. In winning his case, Mr. Morris caused it to be established that two terms comprise two offices instead of one, and that there should have been two distinct recall elections.

The success of Mr. Morris' legal career has largely been made possible by the very efficient office organization he maintains. He has expended not a little effort in building up this organization, until today its superior cannot be found in San Francisco.

Politically, Mr. Morris is a Republican, though he is held by no narrow party ties, nor has he ever sought or held office. He belongs to the Union League, San Francisco Commercial and Merchants' Exchange Clubs, to Islam Temple of Shriners and to San Francisco bodies of the Scottish Rite. He was married August 27, 1912, in San Francisco to Elede Prince and is the father of one daughter, Eleonor, aged 2 years.

LOUIS CHRISTIAN MULLGARDT

"LOUIS CHRISTIAN MULLGARDT is emphatically an original designer. The freshness of his vision and the novelty of many of his technical expedients will be manifest to the most superficial observer, while at the same time it is equally obvious that his innovations have not been conceived in any perversity of spirit. He is a man who goes his own way, because he has to go his own way."

This, in part, is what Herbert D. Croly, author and editor, wrote of Mr. Mullgardt after he had made a critical study of his work several years ago. Mr. Croly's analysis accounts for the originality and beauty of Mr. Mullgardt's "Court of the Ages" and other structures designed by him at the Panama-Pacific International Exposition. The Court of Ages has commanded such universal expressions of approval by architectural critics and public alike in respect to distinctive composition, style and infinite detail, as to insure its permanency in the annals of architecture.

The general theme of the Court of the Ages is based on the world's geological and progressional development depicted in architecture, sculpture and mural paintings. It is an epitome of the world's progress.

The architectural style of the court is characteristically Gothic without bearing any traceable evidence of having been directly influenced by any other similar preceding style. It is a distinctive evolution in architectural design, self-evidently based on a colossal historical theme and in style traditionally ecclesiastic.

The preliminary studies, working drawings and every individual detail of ornament and moulding were produced by the architect himself, including final life-size clay models for each architectural detail.

He was responsible for the selection of Frank Brangwyn, the famous London artist who painted the eight notable murals symbolizing Earth, Air, Fire and Water, which are placed in the four corners of the cloister.

The work of Mr. Mullgardt consistently divulges its creator's wide versatility. It cannot be classified as belonging to any previous architectural style, but there is something about it, perhaps its very quality, that betrays its authorship.

This is proven by Mr. Mullgardt's work in the various exhibit palaces. For the W. P. Fuller Company he designed a Moorish temple of most original composition and exquisite detail. For the Union Oil Company of California exhibit he used as a theme four huge dinosauria symbolizing the origin of the oil industry, geologically speaking. His design for the Transvaal gold display consisted of an immense gold obelisk showing cubically the world's annual output of gold. Two balls on adjoining pedestals terminating an exedra represented the Transvaal output as compared to that of the rest of the world. The design was strikingly Egyptian. In contrast to all this was his "Home of Redwood" in the South Gardens, designed for the redwood industries of Sonoma, Mendocino and Humboldt Counties.

Mr. Mullgardt came from London to San Francisco in 1905. He is a native of Missouri. His earlier years were spent in St. Louis, where he began the study of architecture. Subsequently he continued his studies in Boston and at Harvard. Following this he went to Chicago, where he first became engaged as designer of important work.

In 1893 Mr. Mullgardt entered private practice in St. Louis. In 1895 he made an extended trip to Europe for further study. In 1902 he was commissioned to go to Manchester, England, and in 1903 to London, to execute important work there and in Scotland. The results of his labors for the next two years before coming to San Francisco, could they be noted here in detail, would be most complimentary testimonials of his genius.

To his accomplishments as an architect and sculptor should be added those of artist and writer, he having contributed liberally to magazines, particularly those relating to architecture.

Mr. Mullgardt is president of the California Society of Etchers, vice-president of the San Francisco Society of Artists, director of the San Francisco Art Association, ex-president of the San Francisco Society of Architects and member of the International Fine Arts Jury of Award of the Panama-Pacific International Exposition.

C. P. MURDOCK

THIS is indeed the young man's age. Now, perhaps more than ever before, is there opportunity for the aspiring young man to advance himself to a position of trust and responsibility and compel recognition of his assets. Time was when the youthful were frowned upon by their elders; a man was supposed to live several decades before he became really "settled." But the world moves and to youth is left the task of supplying most of the energy—because youth is prone to accept the element of risk.

C. P. Murdock, vice-president and general manager of the Realty Syndicate of Oakland and officer or director in a number of California corporations, is still a young man. But for a dozen years or more he has been identified with big projects in positions calling for executive ability and prompt action. He is typical of the progressive young man of the day.

Mr. Murdock is a native of San Francisco. He was born August 29, 1881, the son of George H. Murdock, head of the real estate and insurance firm of George H. Murdock & Son, and Susan L. (Fuller) Murdock. After attending the public schools of Alameda, in 1895 he entered the California School of Mechanical Arts in San Francisco. The institution was founded by James Lick and Mr. Murdock's class was the second to attend there.

In 1898 Mr. Murdock entered his father's real estate and insurance business. He remained a partner in the firm until 1907. The San Francisco fire of 1906 caused the concern to remove to Oakland, but it moved back to the city as soon as possible and for a time maintained offices on both sides of the bay. Mr. Murdock is still interested in a financial way with his father in the firm.

An opportunity to advance came in 1907 when Mr. Murdock associated himself with the Great Western Power Company as assistant to the superintendent in the construction of the monster power plant on the north fork of the Feather River. He was closely associated with the executive side of the project until its completion in 1909.

Still larger things loomed ahead. In May, 1909, he became assistant secretary to F. M. Smith, the "borax king," in connection with all the vast Smith holdings. This gave him valuable experience in the realm of capital and he made the most of it. The direct result was that in January, 1913, when Nat M. Crossley resigned from the managership of the Realty Syndicate, a Smith property, Mr. Murdock was chosen for the vacant position. Ever since he has assumed the details of the concern's business.

Just what this means may be understood from the fact that the Realty Syndicate is the largest owner of land in Alameda County. It controls the San Francisco-Oakland Terminal Railways; owns the Syndicate building in Oakland, valued at $1,500,000, and also owns several million dollars worth of subdivided property, including 5,000 acres contiguous to the present developed portions of Berkeley and Oakland. Some of the most fashionable and popular of the transbay residential sections it has put on the market.

Mr. Murdock is vice-president and general manager of the Realty Syndicate and also of the Realty Syndicate Company, the latter a concern growing out of the reorganization of the original corporation several months ago. In several other Smith holdings he has positions also. He is president of the Idora Park Company, owned by the Realty Syndicate Company; vice-president of the Twelfth Street Realty Company of Oakland; and director of the West End Consolidated Mining Company with properties at Tonopah, Nevada, and of the Sorosis Fruit Company.

Mr. Murdock has long been prominent in tennis circles and is well known up and down the Pacific Coast for his playing. He has won several championships and still plays tennis as a recreation from business.

Although he is deeply interested in the civic advancement of Oakland and the East Bay community Mr. Murdock is not one of those that spend their time talking, leaving very little time for really doing things. Rather, he remains in the background, no less a "booster" but accomplishing his public work quietly and without ostentation. He is a member of the Oakland Commercial Club as well as the Athenian Club and the Sequoia Country Club. He is affiliated with no fraternal organizations.

Mr. Murdock was married in March, 1912, in Alameda to Catherine Warfield Wells. The couple have one son, C. P. Murdock, Jr.

THOMAS R. MURPHY

IT IS not always—not even often—that a man lives to see his greatest ambition realized. That Thomas R. Murphy has done so makes him a man in whose career there is a general interest.

The ambition of Thomas R. Murphy, Chief Engineer of the San Francisco Fire Department, has been to make that department rank with the very best in the world. He has done so, in point of organization, equipment and general efficiency, and in some particulars he has made it the peer of them all.

San Francisco has the only central fire alarm station of its kind in the world. It is absolutely isolated—therefore, absolutely safe. Never again can a fire like that great conflagration of April, 1906, cripple the department by destroying the very center of its system. Let everything else go up in flames and Chief Murphy will still have his station in Jefferson Square from where he can marshal his force of blue-clad fighters.

Chief Murphy only recently won this new and isolated central station, after a struggle before the Supervisors lasting three years. But the result will be worthy of the effort, for when his other plans for strengthening the system have been carried out he will have caused the lowering of fire insurance rates, it is promised, at least two per cent.

Born in San Francisco August 31, 1870, Murphy entered the Fire Department as a relief driver in 1892. The late lamented Chief Dennis Sullivan appointed him captain of Chemical Engine 6 in 1897, and in 1905 he was again promoted by Chief Sullivan, this time to battalion chief.

The disastrous fire of 1906, which caused the death of Chief Sullivan, gave Murphy his opportunity to distinguish himself. It was he who directed the work that saved the only block left standing within the burned area of the city. The direct result of this coup was the recommendation of Murphy for promotion by Acting Secretary of the Navy Newberry, and Murphy was appointed second assistant chief engineer under Chief Shaughnessey. In 1910, upon the retirement of Shaughnessey, the Board of Fire Commissioners made Murphy chief.

When an entire city endorses a public official's administration, it means that that official knows his business. Chief Murphy has been endorsed, unmistakably, by every fire insurance interest of San Francisco, by every newspaper, by the Civic League of Improvement Clubs, the Downtown Association and by dozens of other commercial, political and civic bodies. And the reason is not difficult to find.

Chief Murphy has injected efficiency into the Fire Department of San Francisco. When he became chief engineer the only motor apparatus the department was provided with was the chief's automobile. Today nine engine companies are completely motorized, as are five truck companies and three chemical engine companies; and each of eleven battalion chiefs and two assistant chiefs have automobiles. In order to have men competent to handle this motor apparatus the Chief started a school of automobile instruction at the Corporation Yard, where the firemen take turns attending.

Where drills once were desultory, they are now given every day in the year except Sundays. In addition to the regular weekly company drills at headquarters, where the men familiarize themselves with tools and apparatus, there is a drill school at Seventeenth and Harrison streets, where new and old members of the department alike are given instruction in their turn, each one attending about four days a month. Here they work with pompier ladders, extension ladders, hose, high pressure valves, and in actual rescue work with life guns, life lines and nets. There is also a department of first-aid instruction, and eventually the "flying squad" wagon will be equipped to respond to any first-aid emergency. In addition, each fireboat has six two-hour oxygen helmets, with two each for the truck companies in the congested district.

During Chief Murphy's regime the city's fire alarm system has been increased more than twenty-five per cent. There are now 672 boxes, and the Chief says eventually there will be 1,050. New fire houses have been built and more are contemplated for the near future. The high-power system has been extended until now there are 889 high-power water hydrants capable of developing 335 pounds pressure to the square inch. In all these improvements, economy has been the keynote quite as much as has efficiency.

And as for his "human" side, Chief Murphy has collected a fund of $17,000 with which he will perpetuate, by a monument in the Civic Center, the memory of his stanch friend, the late Chief Sullivan.

MAJOR GENERAL ARTHUR MURRAY, U. S. A.

NEARLY any normal man can make something of himself in this world with the proper encouragement. It is the worthwhile man who accomplishes it in the face of disheartening opposition.

When Major General Arthur Murray, Commander of the Western Department and Third Division of the United States Army, started on his career, he met anything but assurance. His ambition was to gain entrance to West Point in a competitive examination. But when he announced himself as a competitor to the Congressman of his home district, Bowling Green, Missouri, he was told the expense would be useless, that his lack of education made it impossible for him to win.

"I'll stand the expense," replied the 19-year-old youth in a way characteristic of him. "I want to take the chance, for I'll at least find out how much the other contestants know." He took the chance. Also, he won the appointment.

Major General Murray was born in Bowling Green, April 29, 1851. He was graduated from West Point in 1874 with second honors and made a second lieutenant of artillery. In 1880 he captured first honors in graduation from the Artillery School at Fort Monroe, Virginia. There followed his marriage at Fort Monroe to Sara Wetmore De Russy, and a year later he returned to West Point, this time as instructor—later becoming assistant professor—in the department of philosophy. He remained until 1886.

Promoted to first lieutenant of artillery, Murray was then made captain and acting judge advocate of the Department of Missouri. He also studied law, which in 1896 gained for him admittance to the bar before the United States Circuit Court at St. Louis. Also, he wrote "A Manual for Courts Martial," published privately in 1887 but in 1895 revised and issued by the War Department. It remains today the sole Army guide in minor courts martial.

There followed transferences and more promotions. In 1891 he was acting adjutant general of the Department of Dakota. In 1893 he wrote "Mathematics for Artillery Gunners," still used as a text book. He also designed the artillery post at Fort Hancock, N. J., and, after declining a commission as captain and quartermaster, went to Yale as professor of military science.

In December, 1908, following the outbreak of the Spanish-American war, Murray became acting judge advocate for the First Army Corps at Matanzas, Cuba, and was in charge of civil government affairs of the provinces of Matanzas and Santa Clara. The latter part of 1899 he spent in Washington, in charge of all legal matters relating to the military branch of the Army.

As Colonel of the 43rd Volunteer Infantry, in 1900 and 1901, Murray was active in the Philippines. He was governor of the islands of Samar and Leyte, and then commander of the First District, Department of the Visayas. His regiment participated in 451 fights.

Declining, in 1901, another advancement, Murray was given charge of the School of Submarine Defense at Fort Totten, N. Y. His development of submarine defense brought him appointment as lieutenant colonel, October 1, 1906, and on the same day as brigadier general and chief of artillery. Meanwhile he had helped design and construct the land fortifications of the United States, and his reward came in March, 1911, when President Taft made him major general, which brought about his present command.

After all, a man's success is measured by what those closest in touch with him say of his work. Former President Roosevelt, speaking of General Murray to George Griswold Hill, then chief of the New York Tribune's Washington bureau, said:

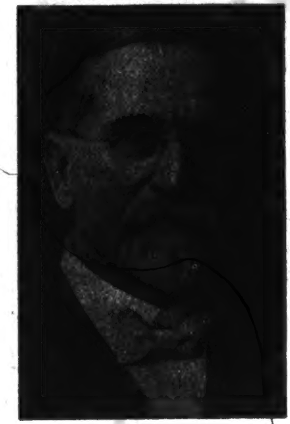
"Major General Murray is, in my opinion, not only one of the ablest soldiers in the Army but he has to my knowledge done more for the Army than any other man in the War Department or anywhere else. He is essentially a man who does things, who gets results."

In a similar vein was former President Taft's characterization.

"I don't know but I ought to make Murray a major general in order that his great ability may be exerted for the benefit of the entire military establishment," said Taft. "I am a little disposed to believe he has too much force and enterprise to be confined to one branch of the service."

As a still more visible testimonial Major General Murray, who reached the retiring age in April, 1915, was kept on the active list, by a special order unique in Army history, until the close of the Panama-Pacific Exposition, December 4, 1915.

HAMDEN H. NOBLE



IT is to such men as Hamden Holmes Noble—men whose integrity and stamina are combined with a progressivism that keeps them really ahead of their times—that California owes much of her wonderful growth and prosperity as a State. He is one of those who have given the very best that was in them to California; and the results have been far-reaching and permanent.

Posterity will remember Mr. Noble, if for nothing else, at least for his pinoeer work in the converting of electric current into heat for the treatment of iron ores in smelting. In 1906 he organized and became president of the Noble Electric Steel Company, a project characterized by the Journal of Electricity in its columns as "one of the nerviest ever fostered in California." It opened up a new era in the marketing of pigiron produced in this country, for until the new system was introduced the smelting of iron ores in the United States was considered commercially unprofitable owing to the difficulty in obtaining suitable coking coal.

In a few words this same trade journal tells of the struggle to perfect Mr. Noble's idea, when it says: "The story of the development of this smelter, the heartbreaking trials, costly delays, unforeseen misfortunes, repeated failures, always bolstered up and ready to go at it again by the indomitable courage and unswerving faith of these men, held together and helped and reassured through the untiring energy of their leader (Mr. Noble), will add a chapter to the glorious history of California which, next to the satisfaction of the success that it will chronicle, will be a fitting tribute to the genius of faith and daring."

Mr. Noble, the recipient of this unusual mark of esteem, is a native of Fairfield, Maine. He was born August 16, 1844, the son of James Wellington Noble, farmer and carriage builder, and Louisa (Knox) Noble. The younger Mr. Noble attended the public schools of his birthplace until the age of eighteen when—on September 9, 1862—he was mustered into the United States Army as a private in Company B, Twenty-first Regiment of Maine Infantry. After serving for eighteen months he was honorably discharged on account of illness, and came to California in October, 1864, to regain his lost vitality.

Mr. Noble's first business experience was as a clerk in the wholesale paper concern of George W. Clark. After five years he went to White Pine, Nevada, and for two years engaged in mining and lumbering, after which he returned to San Francisco. Purchasing a seat on the San Francisco Stock Exchange Mr. Noble operated on the board for the succeeding quarter of a century, resigning in 1895, after an unusually fruitful career.

The Cypress Lawn Cemetery Association, of which he remains vice-president to this day, was organized by Mr. Noble in 1892. He also formed the Cypress Lawn Improvement Company, of which he is president. In 1900 he organized the Northern California Power Company, and later on the Keswick Electric Power Company, which became a part of the first named concern under the name of the Northern California Power Company, Consolidated. He is at present chairman of the board of directors of the corporation, whose offices are in San Francisco.

The plant of the Noble Electric Steel Company, that project which has brought forth so much commendation from the business and mining interests of California, is located on the north bank of the Pitt river in Shasta County, on the Sacramento Valley & Eastern Railway. Immediately back of the plant is a veritable mountain of magnetite iron ore having a percentage of seventy in metallic iron. The success of the electrical furnace is an assured fact.

Mr. Noble is interested in several other commercial and industrial enterprises in addition to those already touched upon. Among these is the newly formed West Coast-San Francisco Life Insurance Company, of which he is a director.

WILLIAM A. NUNLIST

ONE can find almost any number of lawyers who might be said to have a "business mind," who see everything from a business standpoint only and weigh its feasibility on such scales alone. There also is any number of lawyers who view every proposition solely from the lawyer's standpoint, that of an action at law. But those men are few indeed—in San Francisco they might be counted on the fingers of one hand—so constituted and so trained as to be actually efficient in the dual capacity of lawyer and business man.

One of these latter is William A. Nunlist. He, by a combination of faculties, wide and varied experience and peculiar training, is the business man's lawyer in the sense in which present conditions in the United States have defined "business man." Not the lawyer who does all his work in court or in an office, but one equally at ease in either place; not he who litigates every controversy, but the one who helps his clients primarily to avoid lawsuits and then to win them if they cannot be avoided.

To settle everything, regardless of the result, is no more good business than to litigate every question that arises. The sole end of a lawsuit is to accomplish substantial justice. If this end can be attained by avoiding controversy or as a matter of negotiation after a difficulty has arisen, it is so much the more advantageous to all concerned; if it cannot, litigation is the last resort. This balancing of the considerations of practical business expediency against the probable outcome of litigation is the province of the business lawyer.

Born January 26, 1876, at Springfield, Ohio, Mr. Nunlist was educated in the public schools of Ohio, at Wittenberg College, Ohio Northern University, University of Chicago, the law school of the same institution and the John Marshall law school at Chicago. He was not sent to school—he went. Consequently he had to finance his going. He did this first as a stenographer, then successively as a teacher of mathematics, as an expert stenographer and secretary to managing officials of business corporations, and finally by filling various corporation positions, the direct result of former employments. Thus was gained a practical experience with twenty-one or twenty-two different kinds of businesses, among them retail dry goods, stationery and furniture; manufacturing agricultural implements, radiators, carriages, railway cars, iron foundries and steel mills, structural iron work, meat packing, railroads, oil, insurance, contracting, bank and trust companies, newspapers and hotels. He came to California to adjust the losses and wind up the affairs of two insolvent insurance companies and has since made San Francisco his home.

Americans are essentially a business people. They have been such since the first colonies were planted here and will remain so for an indefinite time to come. Taking into consideration our peculiar institutions it can be satisfactorily shown that we are likewise a lawabiding people, much agitation to the contrary notwithstanding. The great difficulty always is to know what the law is. As our development becomes more complex, legislation piles up.

Generally speaking, our laws are made by men who have had little or no actual experience with modern business conditions. They are interpreted by lawyers in their counsel to clients, then by judges who must decide controversies. In both cases this interpretation and application must be made by men almost invariably trained for something altogether different from practical business. As a result business affairs are hampered by ill-considered legislation, retarded by advice and counsel which lacks comprehensiveness, and positively repressed by ensuing needless and costly litigation. A final decision, when rendered, often reflects the fundamental question in such a curious way as to make the whole matter even more uncertain than it was at the beginning.

The need for the business man's lawyer is thus obvious. He is the business man and sees the questions involved from that standpoint; and he is the lawyer, who must find the way to solve business difficulties by recognized legal principles. Considerations such as these, in the opinion of the business men themselves, explain why there is a growing tendency on their part to seek and make use of sound legal-business advice. It also accounts, to a large extent, for the success of Mr. Nunlist, a man who has the needed dual capacity.

Mr. Nunlist has had a great deal of litigation before the Interstate Commerce Commission and also in the Federal courts. He represents a number of corporations as general counsel, and his practice takes him all over the State. Always, however, he is the business man's lawyer.

EDWARD H. O'BRIEN

BACK of the name "C. E. Bickford & Company," a name known in every coffee market of the United States, is a reputation for honesty of purpose and straight dealing that has come as the result of half a century of upright work. And back of this is the ever-green memory of Clarence E. Bickford, and the forceful personality of Edward H. O'Brien, who since Mr. Bickford's death in 1908 has carried on the concern's business.

C. E. Bickford & Company is one of the largest coffee brokerage houses outside of New York City, and, in volume of business, one of the most important in the Nation. It is the only statistician in this market on the coffee trade of the world, and comes as near being an exchange as the business of the port warrants. It is the controlling factor in its field on the Pacific Coast, and handles more Central American coffee products than any other brokerage organization in the United States.

On April 27, 1908, in memoriam to Clarence E. Bickford, there was drawn up and signed by practically every coffee dealer in San Francisco an appreciation which, in scope, is unique. One paragraph in particular, which explains the standing of the late Mr. Bickford and his concern, is as follows:

"Mr. Bickford has so possessed the confidence of the coffee trade that he has been, by common consent, the arbiter and adjuster of all questions arising between importers on the one hand, and all dealers on the other. His decisions have been so just, so considerate of the rights of the disputants, that acquiescence has always followed the decision; thereby litigation and quarrels have been avoided and good feeling and good fellowship have existed where there might have been bitterness and recrimination."

There is a great deal that is romantic in the history of C. E. Bickford & Company, and in the manner in which Edward H. O'Brien came to be its head and principal owner.

The business was established in 1854, when San Francisco was still the Mecca for gold-seekers, by R. Hockhofler, then Consul for Austria. Clarence E. Bickford was engaged as office boy when he was thirteen years old, and so worked and advanced himself that in 1883, on the demise of Mr. Hockhofler, the business was turned over to him. The name was changed to "C. E. Bickford," and thus it continued until 1908, the year of Mr. Bickford's death.

Edward H. O'Brien was born in San Francisco in 1876. He left school when he was twelve years old and secured a position with the Castle Brothers coffee house, with whom for the next five years he served his apprenticeship in the coffee business. When he was twenty years old he became a salesman for C. E. Bickford. Like Bickford himself, Mr. O'Brien plunged into his work with such a will that soon his employer made him chief clerk, and he remained in this capacity about seven years.

For about two years before his death Mr. Bickford was practically confined to his home by illness, and during this period Mr. O'Brien ran the business. By will Mr. Bickford left his entire business to Mr. O'Brien, with the legal right to continue the business name. Then two years ago Mr. O'Brien took in, as his junior partners, P. W. Holmes and J. O. Falkinham, who also had been with Mr. Bickford in the business for ten years or more.

C. E. Bickford & Company has as high a commercial standing as any brokerage house in the United States. For many years it has tested for their drinking qualities coffee samples submitted on bids to all public institutions in California. Several of its clients among the wholesale coffee dealers have dealt with it for as long as fifty years, and today it has the exclusive representation of more than 90 per cent of the Central American coffees shipped into the port of San Francisco.

Since the awarding of the grand prize at the Panama-Pacific International Exposition to Guatemalan coffees, as the best grown anywhere in the world, Mr. O'Brien has conceived the project of making Guatemalan coffees of more importance in the United States. In the course of his career he has visited Europe, Brazil and Argentine Republic to further his knowledge of coffee growing, and expects soon to visit Guatemala to complete plans for his forthcoming campaign.

This should result in not only the popularizing of Central American coffees in the Eastern States, but it should vastly increase the importance of San Francisco as a world market.

JOHN ALBERT PERCY

KNOWN throughout the West as the man who put the "bucket-shops" out of business, John Albert Percy has been kept in the public eye by a number of other matters of a legal nature that he has carried through to a successful conclusion. Not the least of these was his bill, passed at the 1915 session of the State Legislature of California, settling the time-worn question of the negotiability of bonds.

Ever since the banking and brokerage firm of E. F. Hutton & Co. established its San Francisco offices in 1905, Mr. Percy has represented the concern as its general counsel. About 1911, when the illegal "bucket-shops" were giving Federal officials not a little concern, Mr. Percy was retained by the New York Stock Exchange and the Chicago Board of Trade to drive those gambling institutions out of San Francisco. He prepared and secured the adoption of the necessary ordinance and launched a series of prosecutions which spelled the "bucket-shops'" doom. At the same time he had passed by the Legislature a statute covering the same ground, but to this Governor Johnson refused to attach his signature. Since that time Mr. Percy has had the same law enacted in Oakland, Los Angeles and Salt Lake City, and through his efforts every "bucket-shop" west of Denver has been forced to close.

John A. Percy was born February 4, 1871, on a farm in Illinois, the son of John A. Percy and Hannah M. (Miller) Percy. When four years old he came to California with his parents and settled in Monterey County about two miles from Salinas. He attended the Salinas public schools, riding back and forth on horseback, and in 1887 was the first graduate of the then new Salinas High School. He then attended the University of the Pacific at San Jose and was graduated in 1891 with the degree of A. B. He has since received from the University of the Pacific the honorary degree of A. M., and has, since 1895, been its attorney and one of its trustees.

Ever since his high school days Mr. Percy had had his mind set on studying law. In 1891 he matriculated at Stanford University with the first class entered there, but changed his mind and took his law course at the University of Michigan, Ann Arbor. He was graduated with the degree of LL.B. in 1893. It was necessary for him, while at the university, largely to pay his own way. This he did by selling books, earning $800 in three months.

Returning in 1893 to San Jose, to which place his parents had removed, Mr. Percy entered the law offices of Morehouse & Tuttle. Early in 1894 he opened an office for himself. In December of that year ex-Senator James G. Fair died in San Francisco, leaving an estate of $20,000,000. Through a friendship that began in his student days, Mr. Percy was retained to represent all the brothers and sisters of Fair, to whom had been bequeathed legacies aggregating $900,000 and also a contingent interest in Fair's estate under the famous trust clause in Fair's will. Thereupon, in January of 1895, Mr. Percy moved his office to San Francisco. The subsequent litigation over Fair's estate was one of the most notable will contests San Francisco has ever known. But during the first year of the legal battle Mr. Percy compromised, on behalf of his clients, with the Fair children, who paid approximately $1,000,000 to settle the brothers' and sisters' claims.

Early in 1896, after this victory, Mr. Percy became a partner in the law firm of Pierson & Mitchell, attorneys for three of the executors of the Fair will. Robert Brent Mitchell withdrew from the firm in 1902 and Mr. Percy continued on with William M. Pierson until the latter's death in 1904. Then, until the fire of 1906, he was associated with L. A. Redman, but since has practiced alone.

With Pierson & Mitchell, Mr. Percy helped organize the California Gas & Electric Corporation and represented it until its absorption by the Pacific Gas & Electric Company. They also organized and represented the North Shore Railroad Company, consolidated later with the Northwestern Pacific, and the Sanitary Reduction Works, which is now owned by the City of San Francisco.

Mr. Percy's practice is largely confined to corporation and probate matters. He represents the San Francisco Society for the Prevention of Cruelty to Animals, for which he has obtained much legislation, and is a director in the corporation of McNab & Smith and a large number of other corporations. He was married February 10, 1904, to Miss Adeline A. Smith of San Francisco and has two sons—John Albert, Jr., 10, and George Dowling, 3.

JOHN W. PRESTON

"A MAN cannot hope to obtain lasting results without concentration. If he is to be a lawyer, a good one, he must apply himself to law and its ramifications constantly, ever studying to advance. The same is true of every profession in which knowledge counts—and this means all of them."

Such is the philosophy of John W. Preston, United States Attorney for the Northern District of California. By constant application he won the goal and made a name for himself; by the same means he became United States District Attorney.

Born at Woodbury, Cannon County, Tennessee, May 14, 1877, Mr. Preston is the son of Hugh Lawson Preston, president of the First National Bank of Woodbury, former State Senator and holder of other public offices for the past forty years. Mr. Preston was educated at a country school, then at Woodbury Academy, and in 1894, when only 17 years old, was graduated from Burritt College at Spencer, Tennessee, the youngest graduate the college ever had. The latter part of 1894 and all of 1895 he taught school in De Kalb County, Tennessee, earning enough to attend Bethany College at Bethany, West Virginia, for a year.

Meanwhile, as a youth, Mr. Preston had been delving into law. So closely did he apply himself that he was enabled, from 1894 on, to practice without a license in the justice courts. So hard did he labor over borrowed law books that he contracted fever. He was admitted to the bar in Tennessee April 3, 1897, and after practicing alone for eight months formed a partnership with Major James A. Jones, a celebrated lawyer.

In 1899 Mr. Preston came to California to try a will case in Mendocino County, won it, and pending its appeal returned home and established a branch law office at Murfreesboro, Tennessee. In 190[illegible] he came back to California and compromised the case. He was married at Nashville January 8, 1902, to Sarah Rucker, by whom he has since become the father of two children. The honeymoon trip brought the young attorney to Ukiah again, this time for good, and he remained there until his appointment as United States Attorney January 3, 1914, for a term of four years.

The work of Mr. Preston in the federal office has been unique. The European war brought about a situation which made him prominent as a preserver of United States neutrality. He set precedents, as legal adviser to the Collector of the Port, in the case of three steamships suspected of being about to carry supplies to belligerent warships in the Pacific Ocean. Taking the initiative, against the advice of other federal officials, Mr. Preston held that the delivery of contraband, even at sea, was against international law and virtually made this port a base of supplies for the warring nations. He started prosecutions and was sustained by Washington; and inquiries before the local Federal Grand Jury were followed by similar ones instituted by the United States Attorney of New York.

Mr. Preston's legal career at Ukiah, before he became the Government's attorney, was fruitful. Always independent in politics, he secured the district attorneyship through no "pull" of any kind; in fact he met strong opposition. But it was shown by sworn affidavits from disinterested court officials that he had tried more than 900 cases in court in California with less than 50 verdicts against him—and by this record of legal successes alone he won the appointment.

Mr. Preston organized and for ten years was president of the Ukiah Guarantee Abstract and Title Company, and is a member of the law firm of Preston & Preston with his brother, Hugh L. Preston, Jr., as partner. He is one of the organizers and directors of the Fort Bragg Commercial Bank at Fort Bragg and of the Willits Commercial Bank at Willits, and is president of the Preston Loan and Investment Company of Ukiah, a private concern handling his realty and financial holdings and those of his brother, Hugh.

Although he has always maintained his right to vote as he pleases, and not as someone else pleases, and has thus upheld his political independence, Mr. Preston is an active worker for the Democratic cause. He was chairman of the Democratic County Central Committee and a member of the State Committee in Tennessee, and for several years was chairman of the Mendocino County Committee. He was elected to the State Legislature in 1908 from the Sixth district and was renominated in 1910, but declined to run.

GEORGE E. PRICE

THE general impression seems to be that a career in the United States Army unfits one, at least temporarily, for any profession other than the military. But George Elder Price is a striking example of what an Army training really will accomplish, providing a man take advantage of it. When Mr. Price emerged from sixteen years in the Army he already had gained admittance to the bar in Kentucky and almost at once started practicing law in San Francisco after being admitted in California.

Mr. Price is of that sturdy type that makes up the real American citizenship. He was born December 17, 1877, in Davis County, Kentucky, on the farm of his father, George Elder Price. His mother, Lydia (Miles) Price, was of the line of the Linthicum family of Kentucky and Virginia. His paternal great-great-great-great-great-grandfather was John Price the Emigrant, who came from Wales in 1620 and settled in the Jamestown Colony. He was one of the eleven counsellors, with Sir Francis Wyatt, of the provisional government of the colony under the London Company. His wife was slain in the Jamestown Massacre of May, 1622. One of his descendants was General Sterling Price of Missouri, great-uncle of the present George E. Price.

During his early years George E. Price attended the district school near his home. When he was yet a boy his mother died and from then on he was raised in the family of an uncle, a lawyer in Kentucky. At the age of fourteen he left school and thereafter was with another relative in Illinois.

In 1896, attracted by the Army, he enlisted and was assigned to the Seventh Cavalry, with which he served in the Spanish-American and other campaigns. Re-enlisting in 1899, he became a clerk, and later chief clerk, at the recruiting station at Denver. He attended night school, was studious and ambitious and in 1901 gained an appointment as second lieutenant of the Tenth Cavalry. He was made first lieutenant of the Fourteenth Cavalry in 1909.

Most of Mr. Price's relatives were lawyers and he never took his eyes off the ultimate goal, the law. When he became Second Lieutenant he attended the military university at Fort Leavenworth, Kansas, taking the law course there as well as engineering, the languages and others. Seated in his tent beneath the trees of Cuba or the Philippines he studied law, and by diligent application was enabled to qualify, in 1906, for admittance to the bar in Kentucky.

In 1909 he was assigned to engineering work in connection with the Hetch Hetchy water project under the Interior Department. One night his horse fell with him over a forty-foot cliff in the Yosemite and he suffered a broken leg and other injuries that kept him in the hospital for eight or nine months. Later rejoining his regiment in the Philippines he contracted tropical diseases which brought about his retirement from the Army for disability in 1912.

Thereupon Mr. Price returned to California to regain his strength. He was admitted to practice before the Supreme Court and entered the law office of George D. Shadburne in the Humboldt Bank building. Later he opened offices for himself in his present location, the Underwood building.

Mr. Price's practice has been largely in the criminal courts. Among his important cases was that of Emil Gunlach, charged with the murder, on the night of November 4, 1914, of Louis A. Andrus, proprietor of the Casa Loma Apartments on Fillmore street. Gunlach was acquitted. Mr. Price also made a strong effort on behalf of Verne W. Fowler, convicted of the slaying of Willie Fasset during an attempted burglary December 18, 1914. Fowler's case was appealed. The civil law work of Mr. Price is largely on behalf of the Wholesalers' Board of Trade.

During his connection with the Military Information Division at Manila Mr. Price helped advance legislation for the Anti-Espionage law, prohibiting the taking of photographs within a military reservation. He also was one of the agitators for the present law making it a crime for a man to secure free transportation on the representation that he is about to enlist in the Army or Navy.

Fraternally, Mr. Price belongs to the United Spanish War Veterans, Modern Woodmen of America, Moose, Red Men, Eagles and Elks. He is a fellow of the Royal Geographical Society of London and belongs to the National Geographical Society of the United States, and the Union League and Southern Clubs. He was married in 1903 at Hudson, N. Y., to Miss Wie D. Townsend. The couple have three children, Dorothy Townsend, Cordelia Newland and George Sterling Price.

W. J. RAND, JR.

ONE who does not believe that "it's the little things in life that count," need only analyze the career of F. W. Woolworth, or of W. J. Rand, Jr., Pacific Coast manager of the F. W. Woolworth Co., to be convinced that the old saying is eminently true.

It was by looking after the little things that Mr. Woolworth made of his concern the largest of its kind in the world. It was by looking after little things, tending strictly to business and guarding his employer's interests that Mr. Rand advanced himself from a $1 a day job as stock boy to the Pacific Coast managership, with fifty stores and nine states and something like 1,500 employes under his direction.

Mr. Rand is a native of Brooklyn, New York. He was born August 2, 1877, the son of W. J. Rand, a musician who has since retired from active business, and Lillias L. (Warner) Rand. He attended the public schools of Brooklyn and thereafter spent five years at Trinity School of New York, finishing at the latter institution when he was about eighteen years old.

From school Mr. Rand went directly into the offices of a New York advertising concern as office boy. Later he solicited classified advertisements for the New York Journal, and in 1897, when he was twenty years old, began his so fruitful connection with the F. W. Woolworth stores.

At the outset Mr. Rand was stock boy in the F. W. Woolworth Five and Ten Cent Store at Yonkers, N. Y. The work was hard, the job was confining, and the emolument was $1 a day—$6 a week. Mr. Woolworth, however, had the reputation of being willing to help his employes if they were willing to help themselves. He still has that reputation, by the way. He has given hundreds of young men the opportunity to advance themselves in the business world, and the fruits of this policy have been most gratifying.

With the future, rather than the present, in mind, Mr. Rand proceeded to stick to business. The eyes of the store manager were upon him, even though his work kept him in the basement, and within two months his salary was raised to $10 a week and he was made floor walker. He continued thus until 1900, when he was transferred to Norfolk, Virginia, as assistant manager of the store there. In 1901 he was sent to Hartford, Connecticut, in the same capacity and in 1902 became manager of the store at Malden, Massachusetts, a suburb of Boston. About this time he married Miss Clara Wake of Providence, Rhode Island.

From this time on Mr. Rand's rise was rapid. He had already proved his worth and it remained only for him to acquire a broader experience. In 1904 he was made manager of the Decatur, Illinois, store; in 1907 he was given charge of the store at Omaha, Nebraska, and before the end of the same year was recalled to the Chicago offices as travelling superintendent. The assistant managership of the Chicago offices was given him in 1910, and in 1912 he was made a director of the F. W. Woolworth Co. and Pacific Coast manager with offices in San Francisco, where he has since remained. Today he is in charge of all the F. W. Woolworth Co. stores west of Denver.

The F. W. Woolworth Co. operates more than 800 stores, among which 47 are in Great Britain and 75 in Canada. Mr. Woolworth started his first store in Utica, New York, with $300 capital. His 1915 business was expected to reach the startling figure of $70,000,000. There are probably less than ten concerns in the United States whose volume of business is annually so great. The growth of the corporation in the past few years may be realized from the fact that when Mr. Rand started in as basement stock boy, there were but 47 Woolworth stores in operation.

Mr. Rand, by the way, came near being a California native son, his parents having moved to this State when he was six months old, but later returned to the east.

Socially, Mr. Rand is a member of the Claremont Country Club and the Olympic Club. He is a director of the Chamber of Commerce of San Francisco and also belongs to the San Francisco Commercial Club and the Rotarian Club and to the Masonic order.

H. A. RISPIN

It is a fact generally known that a man who has been reared in a certain environment, and who elects to remain in that environment to mould his adult career, is more likely to attain unusual success than the man who invades such a field, as it were, from without.

H. A. Rispin, vice-president of the Amity Oil Company and officer or stockholder of a number of other concerns, comes under this designation. Born August 26, 1872, in Petrolia, Ontario, the only producing oil field in the Dominion of Canada and one discovered about the same time as the oil fields of Pennsylvania, it was only natural that Mr. Rispin should finally choose the oil business as a pursuit.

Mr. Rispin's parents were British and both died when he was still an infant. In fact he was at such a tender age that he has no recollection of either his father or mother. The untimely taking off of the parents left a family of seven children practically without support. It was in such a crisis that W. E. Rispin, the eldest child, proved the stock of which he is made. He was then but 18 years of age, and was employed by a railroad. Rather than see the little family cast about and separated on the tide of ill fortune he assumed the head of the household, raised his youthful charges and gave every one of his brothers and sisters an education. Nor did he, by marrying, assume other responsibilities until his primary duties were fully accomplished.

Of all the children, H. A. Rispin secured perhaps the most incomplete education, as he was the youngest. When he was fourteen years old, wishing to lessen the cares of his eldest brother, whom he loved, and still loves, as a father, Mr. Rispin left school and started out to make his own way. This he has done ever since, at times against heavy odds, and, as in the case of most oil operators, with hard knocks and many ups and downs in the development of new oil fields. Today, however, at the age of 43, he is not only considered an authority on all matters pertaining to the production of oil but is also numbered among the big oil operators of California.

Mr. Rispin's first employment was as assistant clerk in the passenger office of the Grand Trunk Railroad at Chatham, Ontario. He remained there until he was about 18, when he became a clerk in the auditing offices of the Chicago, Burlington & Quincy Railroad at Chicago. Subsequently he was city passenger agent for the Canadian Pacific in Chicago and world's fair agent for the Illinois Central at the same place. From there he went to New York City to accept a position with the Iron Clad Manufacturing Company, and after two years went south into Tennessee and Kentucky, where he engaged in the lumber business for himself. In 1901 he came to San Francisco, to carry out his long-cherished plan of entering the oil industry.

At the outset Mr. Rispin was made manager of the United Oil Producers, then the oil marketing concern of the State. When it was merged in 1902 with the Standard Oil Company, Mr. Rispin went with the Rockefeller concern as assistant manager of the fuel oil department. In 1903 he resigned to go into business for himself, since which time he has been his own employer.

Today, besides being vice-president of the Amity Oil Company, Mr. Rispin is secretary of the Kernel Consolidated Oil Company and stockholder in a number of other producing oil concerns. He is also interested in a financial way in businesses of a different nature, and is vice-president of the Mission Quarry Company, whose rock-crushing plant is the largest in the West. He has promoted all his companies among his friends and acquaintances, never having sold stock to the general public, and consequently has shared his friends' losses and profits.

Mr. Rispin was married in 1901 to Annette Blake, the beautiful daughter of Isaac E. Blake, California oil pioneer and at one time president of the United Oil Producers. He belongs to no clubs nor fraternities and, although offered political opportunities, has refused, preferring his own fireside to the turmoil of political life. He has, however, taken an active interest in many matters pertaining to the welfare of the city, especially during the stressful days immediately following the fire of 1906.

A curious fact is that Mr. Rispin is one of but four men by that name now living, and each of the four has but one son. The family is traced clear back to the Battle of Agincourt in the fourteenth century.

ROBERT A. ROOS

FEW San Franciscans have been so consistently active in advancing the interests of their city, in advertising it to the world as a bustling business community and a good place to live, as has Robert A. Roos. Civic projects fathered or participated in by him have helped San Francisco to a degree that is beyond measure.

Born June 7, 1882, in San Francisco, Mr. Roos is the son of Adolph Roos and Ernestine (Mahler) Roos. He was graduated from the University of California in 1904, after having taken a leading part in student affairs. He at once entered the San Francisco store of Roos Brothers, a business established in 1851 at Virginia City by his father and his uncle, the latter Achille Roos, and removed in 1860 to San Francisco. The younger Mr. Roos has worked himself up until now he is a member of the firm, in charge of the merchandise office of the largest concern of its kind west of Chicago, with three stores—San Francisco, Oakland and Berkeley.

Immediately after the San Francisco fire of 1906 Mr. Roos was in charge of one of the relief food stations. Soon afterward he was one of the founders of the Fillmore Street Improvement Association, serving as an officer until 1908. He and another member made possible by their work the illuminated arches on Fillmore street, a monument to civic progressivism.

In 1907, during the street car and accompanying strikes, he was a member of the San Francisco Conciliation Committee, which helped settle the controversies.

In 1908, when Market street once more became the business artery, Mr. Roos helped form the Downtown Association and became one of its directors. He also helped form the Civic League of Improvement Clubs by the amalgamation of about 100 improvement associations; he was its president in 1912 and 1913, declining a third term. He was in charge of the League's nonpartisan campaign, which did away with political parties in San Francisco's government system. Again, he aided in the formation of the League's inspection bureau, which checked up the repairing of the city's streets and the spending of the bond money, thereby saving a considerable sum. And he cooperated with the City Attorney and Police Department in framing laws and rules for the police traffic squad.

Mr. Roos was a member of the committee that consolidated the old Chamber of Commerce, the Downtown Association and the Merchants' Association and for a year and a half was a director of the new Commerce Chamber.

What really started the campaign for the Panama-Pacific Exposition was the first organized New Year's Eve celebration in San Francisco in 1908-9, which Mr. Roos helped bring about, and the subsequent 1909 Portola festival, of whose executive committee he was a member, as well as of the Portola of 1913. Prior to the fiesta he went to Washington and persuaded President Taft to flash his famous "Toast to San Francisco" around the world, besides visiting all the foreign embassies and inviting the nations to participate officially in the Portola, which many of them did. In 1910 he was a member of the San Francisco delegation to the national capital and aided in the campaign that finally gave the exposition to this city. He now is a member of the exposition's ways and means committee; and was one of those in charge of the ceremonies on October 14, 1911, when former President William Howard Taft broke ground for the exposition, receiving the executive at his home.

In dozens of other ways Mr. Roos has displayed his public zeal. When the fleet of the United States Navy came around the world to San Francisco in 1908 he helped arrange the entertainment for the enlisted men. He is one of the founders of the San Francisco Public Schools' Athletic League, sanctioned by the Board of Education, was its vice-president and is still one of its directors. He has done much to bring the Chinese merchants of the city into closer touch with the municipal government. In 1909, as a trustee of the San Francisco Society for the Prevention of Cruelty to Animals, he was appointed as its delegate to the International Animal Protection Congress at London. He was named by President Taft in 1912 a member of the United States Assay Commission and served one year, and during Taft's 1912 campaign was secretary of the California State Republican Committee. In many other public movements of importance Mr. Roos has proved himself an indefatigable worker. He belongs to a number of social clubs both in San Francisco and in New York.

Mr. Roos was married April 26, 1915, in Chicago, to Miss Louise Swabacker.

SAMUEL ROSENHEIM

DURING the more than a quarter of a century in which Samuel Rosenheim has been engaged in practicing law he has widened his field to a really remarkable extent, considering the many branches of his profession in which he has successfully practiced. He can hardly be said to have specialized, as do the majority of lawyers. He has been, and is, equally at home in all law's subdivisions.

Mr. Rosenheim is the son of A. Rosenheim and Pauline (Schwab) Rosenheim. He was born November 17, 1863, in Portland, Oregon, and secured his education in the Portland and San Francisco public schools. In 1886 Mr. Rosenheim began studying law in the offices of Williams, Ach & Wood in Portland, of which firm George H. Williams, United States Attorney General under President Grant, was senior member.

A year later, in 1887, Mr. Rosenheim removed to San Francisco and entered the law offices of Rothschild & Ach. He was admitted to the bar in 1889 and thereafter had his office with those of the firm until 1900. From then on until 1906 he practiced alone, but in the latter year formed an association with Albert M. Johnson, brother of Governor Hiram Johnson of California. Johnson died soon afterward, however, and since then Mr. Rosenheim has practiced entirely alone.

As heretofore stated, Mr. Rosenheim is engaged in all branches of civil law, with even some work in the criminal courts. Throughout his professional career he has been consistently active in important litigation. One of his first cases of note was the Agacio divorce suit, which involved more questions of international law than perhaps any other divorce action on record. It lasted over a period of two years.

Agacio, who at the time was the Republic of Salvador's minister to France, sued for divorce in San Francisco, claiming American citizenship. His true identity was established, however, after he had cut off the allowance of his wife, who then resided in England. The wife consulted a number of lawyers of international fame, among them Sir Charles Russell and Sir George Lewis of London and Frederick R. Coudert of New York and Paris, who advised her that she could do nothing. Mr. Rosenheim, however, representing Mrs. Agacio, secured a decree in her favor after a money settlement had been arranged in Paris. The case attracted a great deal of attention, both in America and abroad.

In 1907, and subsequently, Mr. Rosenheim was of counsel of the Creditors' association in suits against the directors and stockholders of the defunct California Safe Deposit & Trust Company, whose failure involved $12,000,000. His success in this litigation may be measured by the fact that the Creditors' association has paid its members as much, to date, in recoveries from the directors and stockholders as has the Trust company receivers.

If Mr. Rosenheim has laid stress on any particular kind of law practice, it has been on corporation, liability insurance, bankruptcy and probate matters. He has defended hundreds of damage suits brought against assured under their policies, and almost invariably has won a complete victory or has arranged satisfactory adjustments.

He has played a considerable part in the past few years in reconstruction work arising from the failure of railroads or other public service corporations. In fact he is consulted in nearly all important cases of industrial or public service corporation difficulties that occur locally. He has often been called in to assist corporations in danger of financial ruin, and has usually succeeded in tiding matters over until difficulties have been readjusted. Along this line he has done considerable work for insolvent financial institutions, being considered an authority on failures involving intricate questions of directors' liability or questions going into figures and accounting. Also has he had much practice in mechanic's lien and admiralty matters, and even in mining cases. But throughout he has counseled against long drawn-out litigation, believing that this is hurtful to client and lawyer alike.

Mr. Rosenheim has been too busy with his legal work to take much active part in politics, although he is a strong Republican in sympathies. Not long since he was recommended by Governor Johnson to the Industrial Accident Commission as its attorney, but finding the position would command all of his time, Mr. Rosenheim declined an appointment.

Besides belonging to a number of charitable organizations, Mr. Rosenheim is a member of the B'nai B'rith, Masonic Order, Traffic Bureau of the Merchants' Association, Fly-Casting Club and Civic League of Improvement Clubs and the Bar Association. He was married September 18, 1901, in San Francisco to Mrs. Fannie Myer.

JOSEPH ROTHSCHILD

PERSONAL popularity, the direct result of a magnetism that evidences itself in him at all times, has been the keynote of the success of Joseph Rothschild, San Francisco attorney at law, not only in his profession but in the business field and in public life. He has the gift of compelling attention. In the law he is noted for his clear analysis of the problems involved, and for the simple but logical manner in which he presents his cause at bar.

From his earliest years Mr. Rothschild has enjoyed that popularity which distinguishes him. He was born in San Francisco October 5, 1857, son of Henry Rothschild and Hannah (Mossheim) Rothschild, and after attending the public schools entered Yale College from which he was graduated in 1879. At the conclusion of his course he was presented with the Scales of Justice, a distinctive Yale honor, as the most popular member of his class.

After leaving Yale Mr. Rothschild took the examination for admittance to the bar in Connecticut and was granted his credentials. He did not practice there, however, but returned to San Francisco and was admitted before the Supreme Court of California. In 1895 he was admitted to practice also before the Supreme Court of the United States.

The professional career of Mr. Rothschild has been in all branches of the civil law. He has specialized in commercial litigation, and today is considered one of the leading authorities in this branch. He has a large and strong clientele, largely composed of important mercantile firms, some of which he has represented as general counsel for nearly a quarter of a century. Since March, 1911, he has been senior partner in the law firm of Rothschild, Rosenheim, Schooler & Miller.

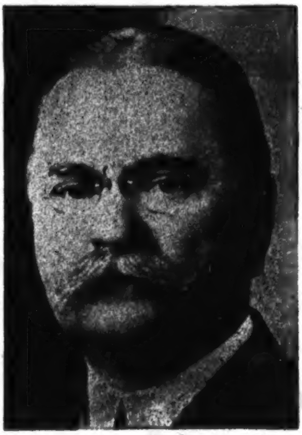
As already intimated, Mr. Rothschild does not believe that flowery language, meaningless phraseology, strengthens a cause at bar. His arguments are made up of facts rather than of surmises. And how forcefully he presents these facts may be gleaned from the number of notable victories he has won in the courts of California and the United States.

For many years Mr. Rothschild has been in the front rank of public-spirited citizens of San Francisco. Following the disastrous fire of April, 1906, he was one of those who determined the future of the Western metropolis by beginning the work of rebuilding almost before the ashes were cold. Not a moment did he waver in his determination to help rehabilitate the city of his birth. Soon after the fire he helped organize the South of Market Improvement Association, and continuously since has served as its president. He is also a member of the executive committee of the San Francisco League of Improvement Clubs and of the Greater San Francisco Committee. Furthermore, he succeeded A. W. Scott, Jr., as president of the Exposition Committee of Improvement Organizations, composed of 100 improvement clubs of San Francisco, which so materially aided the Board of Directors of the Panama-Pacific International Exposition to make the 1915 world exposition a success. In other posts, civic and political, he has distinguished himself. He was a member of the San Francisco Board of Education from 1889 to 1890; and was president of the Democratic County Committee, and vice-president and acting chairman of the Democratic State Central Committee, from 1902 to 1906. On March 6, 1913, he was elected president of the San Francisco Tunnel League, a property owners' association affected by the assessment for the Fillmore Street Tunnel, which was expected to cost $4,000,000 to $7,000,000. The organization defeated the construction of the tunnel and caused to be abandoned all proceedings in reference thereto.

Fraternally, Mr. Rothschild has been highly honored, especially by Jewish organizations. He is past-grand president of the Independent Order B'nai B'rith; past-president of Unity Lodge, B'nai B'rith; past-president of the Independent Order of Free Sons of Israel and a member of the National Grand Lodge of the U. S.; past-president of the Board of Relief, B'nai B'rith, and former vice-president of the Young Men's Hebrew Association. He was delegate in 1890 to the Constitution Grand Lodge, B'nai B'rith, at Richmond, Virginia, and there was elected judge of the Court of Appeals of the Grand Lodge and re-elected in 1895 at Cincinnati, Ohio, serving as judge of that court for ten years. He also served ten years as president of the B'nai B'rith Hall Association. He is a member of San Francisco chapter, Royal Arch Masons; Doric Lodge No. 216, F. & A. M.; past-president of the Native Sons of the Golden West; past-president of Golden Shore Council No. 5, United Friends of the Pacific, and belongs to the Yale and Concordia clubs.

ALFRED C. RULOFSON

FEW San Franciscans have given so much time, attention and money to the upbuilding of their city, or have worked so consistently for the general advancement of the community, as has Alfred C. Rulofson, head of the A. C. Rulofson Company, general Western sales agent for the Pittsburgh Steel Company and for other industrial concerns of high repute. In his many years in business in San Francisco, Mr. Rulofson has stood in the foreground, as a layman, in the conduct of municipal affairs.



Mr. Rulofson was born October 26, 1853, at Sonora, Tuolumne County, Cal., son of William H. Rulofson and Amelia V. (Currie) Rulofson, and was educated in the public schools of Sonora and San Francisco and at Brayton's College in Oakland. In 1868 he went directly from school to the San Francisco offices of the Russell & Erwin Manufacturing Company, with whom he spent the next two years learning the rudiments of the business. In 1870 he accepted a bigger opportunity offered by the firm of Baker & Hamilton. So indefatigably did he work with his new employers that they made him business manager, a position he held until 1904. And not a little of the firm's present standing is due to his tireless energy while he was guiding its affairs.

Leaving Baker & Hamilton, Mr. Rulofson organized the A. C. Rulofson Company and became Western sales agent for a number of manufacturers, among them the Harrisburg Pipe & Pipe Bending Company, Illinois Malleable Iron Company, Thomas Steel Company, McKeesport Tin Plate Company, Standard Chain Company, Bettcher Manufacturing Company, Osgood Scale Company, Edwards Manufacturing Company, Charles Morrill Company, Success Manufacturing Company and Savage Tire Company. At present he confines himself to the Pacific Coast branch of the Pittsburgh Steel Company, one of the largest concerns of its kind in America, the Briar Hill Steel Company, Illinois Malleable Iron Company and Standard Chain Company.

Mr. Rulofson was a pioneer in the metal window frame industry, which has grown to huge proportions, and also was one of the first to deal in fireproof metal doors. His Rulofson Underwriter Fireproof Metal Windows, manufactured along with steel office furniture and other non-inflammable materials by the Rulofson Metal Window Works, are recognized everywhere as standard.

Going beyond his immediate interests, Mr. Rulofson has made for himself a reputation as a business man and as a developer of business interests. For several years he occupied with credit the presidency of the Home Industry League of California, aiding in making gospel of the idea of "aid me and I will aid you." Early in March, 1914, as part of a commission representing the California manufacturers and exporters, he sacrificed time and money to make a trade investigation trip to the Orient, although his own business was benefited in no way by the fund of valuable trade information he brought back. In line with his "booster" work Mr. Rulofson also was president of the former Manufacturers' and Producers' Association and of the Pacific Coast Jobbers' and Manufacturers' Association, and was a member of the traffic bureau of the old Merchants' Exchange.

Mr. Rulofson is the second of his name to gain wide recognition for ability in San Francisco. His father, William H. Rulofson, during the sixties and early seventies was prominent here. He came around the Horn from St. John's, Newfoundland, in 1851, and after a year or so of mining in Sonora returned across the plains to Missouri to meet his wife, who had journeyed alone from Newfoundland. Returning to California, Mr. Rulofson established in Sonora the first permanent photograph gallery in the State. He came to San Francisco in 1861 and resumed photography under the firm name of Bradley & Rulofson. On one occasion, when taking official photographs of fortifications for the Secretary of War, he was arrested as a Confederate spy but was released. ~~Photos~~ taken by him are still extant, bearing the statement that in ~~his~~ gallery was the only passenger elevator in the world connected with a similar institution.

The present Mr. Rulofson, fraternally, is a member of California Lodge No. 1, F. & A. M.; California Chapter No. 5, R. A. M.; Golden Gate Commandery No. 16, K. T., and Islam Temple of Shriners. He also belongs to the Rotary Club and, with his wife, is prominent socially. He is the father of five children: Alfred C., Jr.; Mrs. Joseph E. Cutten and Mrs. Carl Platte of San Francisco; Mrs. Henry Platte of Portland and Mrs. Zadie Riggs of Salem, Oregon.

MILTON L. SCHMITT

GREAT responsibility devolves upon the man sent to the State Legislature to become his neighbors' voice in the framing of laws affecting their interests, in the remedying of evils and in the promotion of the general welfare. It has been said that to become a legislator is not the really difficult thing—it is to secure re-election on the strength of past performances rather than future promises.

Four times has Milton L. Schmitt been sent to the Legislature of California and each re-election has placed the mark of approval upon his record. Ever in the forefront in the fight for adequate, sensible laws, he has fathered dozens of bills of lasting good through the tortuous course to the signature of the chief executive.

Before he entered his so fruitful public career Mr. Schmitt sought and attained success in the practice of law. He was born in San Francisco February 4, 1877, son of Maurice Schmitt and Ella (Lewis) Schmitt, and acquired his education in the public schools, the University of California and the Hastings College of Law, being graduated from the latter in 1899 and gaining admittance to the bar. He entered the offices of Naphtaly, Freidenrich & Ackerman and following the deaths of Naphtaly and Ackerman formed with Freidenrich an association which still persists. He has gained an enviable reputation in general civil practice.

In 1907 Mr. Schmitt was a delegate to the Republican convention in San Francisco and in 1908 was nominated as Republican candidate for the State Assembly from the old fortieth district. He secured a comfortable majority and held office from January 1, 1909, to December 31, 1910.

Assemblyman Schmitt did not forget the University of California. As chairman of the Assembly committee on universities he promoted a bill increasing the State institution's income from two cents to three on each $100 valuation. Also he secured passage of several bills amending the McEnerney act, for the restoration of land titles lost in the San Francisco fire of 1906; and was official California representative at the Alaska-Yukon-Pacific Exposition at Seattle in 1909.

In 1910 he was re-elected from the fortieth district. More hard work followed. He was a candidate in 1911 for speaker of the Assembly, but withdrew, to his friends' disappointment. In February, 1911, he evolved a bill which, had it passed, would have brought three-quarters of a million dollars additional automobile tax to the State annually. As chairman of the Assembly committee on commerce and navigation he had passed, at the 1911 session, bills giving waterfront control to the cities of Oakland, San Diego, Los Angeles and Long Beach.

The Panama-Pacific Exposition had a champion in Mr. Schmitt from the start. In the special 1910 Legislature session, called to raise funds for the exposition, he introduced Assembly Constitution Amendment No. 33, giving San Francisco the right to bond itself for $5,000,000 for fair purposes. This was the first legislation to make the exposition a possibility. At the same session he aided in the passage of a measure by which the State was empowered to bond itself to a similar amount for the same cause.

Following the reapportionment of the State, Mr. Schmitt was elected by a majority of 2,280 votes to the Assembly from the newly formed thirty-first district. He gained a similar victory at the 1914 election and entered upon his fourth term. It would require a volume to enumerate all his fights on behalf of the people of San Francisco.

At the 1915 session Mr. Schmitt was particularly active. He led the minority's fight against the administration's non-partisan bills, which, designed to wipe out political party lines in State affairs, he believed to be the initial step toward eliminating parties in the Nation. He was chosen to lead this fight by Republican, Democratic and Progressive sympathizers alike. Mr. Schmitt also led the battle against the constitutional amendment eliminating constitutional taxation restrictions and leaving to the Legislature the fixing of tax rates as it saw fit. Both these measures Mr. Schmitt considered iniquitous.

Maurice Schmitt, father of Milton L. Schmitt, was a partner with his two brothers in the brokerage firm of J. L. Schmitt & Company, which at one time was heavily interested in the Sutter Street Railroad. Milton L. Schmitt was married February 12, 1900, to Miss Helen Alexander, daughter of the late S. O. Alexander, founder of the firm now known as Hoffman, Rothchild & Company.

WILLIAM SEA, JR.

THAT there is a limit to the work a man can accomplish is pretty generally conceded. Up to a certain point he can hold his own, but past this point the load is too heavy for his shoulders and something gives way—either the man or the work, but always one of the two.

But there is no certain limit of accomplishment that can apply to all men, universally. Were there such, we would all of us rest at a certain level or beneath it, but never above. Ambition and the willingness to expend brain and brawn in advancement would count for naught. The work limit would hurl us back with the doggedness of a stone wall, despite ability or any other distinctive qualification we might possess.

Never yet has a man really done big things without work and plenty of it. And it is such men to whose efforts the building up of the commonwealth is due.

William Sea, Jr., attorney at law, has before him one of the brightest futures of any young man in California He has already demonstrated that what he goes after he gets, and it is no idle prediction that the passage of years and the concomitant opportunities will bring out even greater displays of this winning attribute.

A native of San Francisco, born here November 10, 1883, Mr. Sea is the son of William Sea and Anna Helen (Jordan) Sea. On his mother's side he comes of old English-Irish stock, one of his ancestors, a grand-uncle, having been knighted. This one was Sir John Pope-Hennessy, M. P., of Innesfallen Castle, County Cork, Ireland. He purchased the house of Sir Walter Scott with the intention of bringing it to America, but death came before the plans were completed. Mr. Sea's grand-uncle on his father's side was Premier of Australia.

After attending the local grammar schools Mr. Sea entered Lowell High School, and following his graduation from that institution he entered Hastings College of the Law, which awarded him his degree of LL.B. May 13, 1908. Prior to this, however, he had advanced so far in his legal studies that he gained admittance to the bar January 18, 1907, the first member of his class to secure such recognition.

In February, 1905, along about the time he entered Hastings Law College, Mr. Sea began studying in the offices of the well-known firm of Maguire, Lindsay, Wyckoff, Houx & Barrett. At first he was merely one of a number of clerks but following the fire of April 18, 1906, when his associates refused to stay on in their positions, Mr. Sea became chief and only clerk of the firm.

From 1906 until May, 1910, was a period of real labor for the young law student. Not only did he handle the clerical work of the law association practically unassisted, but he carried on his college duties and even managed to find time enough to practice following his admittance to the bar in 1907. Nights, Sundays and every day in the week and every week in the year he kept plugging away at his three-fold task, astonishing himself as well as others by his capacity for accomplishment. It was effort, and long-sustained effort, but it gave Mr. Sea a fine groundwork in the law and for this reason carried its own reward.

After leaving the office of Judge Maguire and his associates, Mr. Sea became assistant secretary of the Chamber of Commerce. In line with this position he drafted a number of memorials to the State Legislature, to Congress and to the President, the last one being directed to President Taft and asking that a fleet of war vessels be stationed permanently in the Pacific Ocean.

Until the first part of 1911 Mr. Sea remained in the assistant secretaryship. From then on until June, 1912, he was associated in the practice of law with Samuel T. Bush; after that he practiced independently until September, 1913, when he formed the firm of Sea & Fallon with Joseph P. Fallon. Since October, 1914, Mr. Sea has practiced alone, almost exclusively in the Federal courts, specializing in criminal cases. He has been admitted to practice, however, in all the State and Federal courts of California.

In politics Mr. Sea is an active Republican. In 1910, at the first primary election under the new law, he was a candidate for justice of the peace, but although he qualified, was defeated at the subsequent election.

Mr. Sea was married June 22, 1910, at Mill Valley to Lorena Florence Barnes. He has one son, William Francis Sea.

FRANK H. SHORT

THE man who declared that he would rather be "a big toad in a small puddle than a small toad in a big puddle" had not that self-confidence so necessary if one is to become really "big." A man may acquire neighborhood fame. It is quite another thing to extend one's sphere to take in the entire nation—this is only for the valiant, who has the courage to try to make of himself "a big toad in a big puddle."

Frank H. Short—he probably will be recognized more readily if we speak of him as the Honorable Frank H. Short of Fresno—has never been held back in his career by fear. Aggressive, capable, a close thinker and a fluent speaker, he has locked horns with some of the greatest statesmen in the land on questions of public import—and successfully.

When Mr. Short stepped forth to encounter former President Theodore Roosevelt and Gifford Pinchot in public debates on water conservation, it was with a deep and first-hand knowledge of his theme. And this and his other activities have brought him national recognition as an authority on the constitutional law as it affects the relation of the Federal Government to the rights of the sovereign States.

Judge Short was born September 12, 1862, in Shelby County, Missouri, son of Joshua Hamilton Bell Short, who came of a family noted in the literary and legal history of the United States, and Emily (Wharton) Short. After attending the public schools of Missouri and Nebraska, Mr. Short came in 1881 to California. For some time he taught school in Fresno, as he had done in Nebraska, meanwhile studying law.

Judge Short was only twenty-two years old when, in 1882, he was elected Justice of the Peace in Fresno. He was admitted the following year to practice in the State courts and in 1901 to the Supreme Court of the United States. For a decade he carried on a general legal practice, gradually broadening his field and taking part in civil actions relating to irrigation, mineral rights and light and power and other corporations. He built up a reputation for keen retort and strong mental grasp of his cases, a reputation that has since grown amazingly.

In railroad rate litigation Mr. Short appeared as special counsel for the State of California in the Fresno rates case and the oil rates case as well. He represented the oil operators of California in the Scrippers case, involving title to a large area of oil-bearing lands. This took him to Washington to appear before the United States Supreme Court and the Interior Department, and he won a notable victory. Later Judge Short went to Washington as chairman of the California oil men's delegation and it was largely due to his persuasive powers that Congress in 1911 enacted remedial legislation permitting the issuance of patents to corporations as assignees of oil land locators.

In matters pertaining to water and irrigation, Judge Short has long been active. As counsel for Miller & Lux and other corporations he has appeared in the leading water cases in the California courts.

Judge Short has opposed radical conservation movements for the past fifteen years. He has debated before several large public meetings, including the Irrigation Congress and the Conservation Congress of 1910. He debated with Roosevelt before the Commonwealth Club of San Francisco in 1911 and caused the former president to be visibly disconcerted.

Judge Short is an active Republican. He has been a delegate to most of the State Republican conventions since 1884 and to the national conventions of 1896 and 1904, and has represented the party in many other ways without seeking any remunerative offices. He was one of the three representatives from California in the Governors' Conference of 1908 at the White House in Washington. He has taken part in the National Geographic Society, National Civic Federation and Economic League and was commissioner of Yosemite National Park from 1898 to 1908.

Judge Short is interested in various California corporations as general counselor, director or officer, being general counsel for the San Joaquin Light & Power Corporation and its allied corporations, Fresno Water Co., Fresno Canal & Irrigation Co., Consolidated Canal Co. and others; general counselor and director for Fresno National Bank, Fresno County Abstract Co., Mount Diablo Oil Co., Bakersfield & Fresno Oil Co., Netherlands Oil Co., San Juan Oil Co., 401 Orchard & Land Co. of Medford, Oregon, and California Raisin Growers' Association.

He has been a member of the Masonic fraternity for many years and belongs to the Fresno Country, Fresno Sequoia and Fresno Commercial Clubs, and Pacific Union, Bohemian and Union League clubs of San Francisco.

FRANK R. SHORT

IT takes all sorts of men to make a world. Some remain in the place where they were born, grow up with it, shape their careers to it and at length die in it, perfectly contented with their rather blase life. For others there is ever a sensation of being crowded if they attempt to remain in one community. The world is their stamping ground, and when their career draws to a close they have the satisfaction that comes with a life well spent.

Such a man as the latter sort is Frank R. Short, expert mining engineer and world-traveler. From his main offices, now located in the Hobart building in San Francisco, he flits from one place to another, as his duties call him, and is as much at home in, say, Peru, as he is in any part of the United States.

Born in San Francisco, August 8, 1876, Mr. Short is the son of Josiah M. Short and Sarah (Blanchard) Short. His father came across the plains in 1850 from Illinois and was well known in this city in the early days as a miner, merchant and capitalist.

The early schooling of the present Mr. Short was obtained in the public schools, after which he for some years attended Napa Academy at Napa. In 1894 he entered Stanford University, specializing in geology and mining, and was graduated in 1898 with the degree of A. B. His interest had been directed toward mining as a career by his father's success in the same sort of pursuit.

Almost at once, after he left the university, Mr. Short went abroad. For two years he traveled extensively over New Zealand, Australia and South Africa, examining properties of a general mining nature. In 1900, finding himself in South Africa with the Boer War in full blast, he joined in the excitement by aligning himself with the forces of the Colonial defense. At first he was a scout, but later on his commanders placed him in charge of transportation and supply stations for the British army. He did not lack for adventures. On one occasion he was made prisoner by Theron, a Boer commandant, but after a few days succeeded in escaping and rejoining his comrades.

For about a year Mr. Short remained with the Colonial forces. Then he went to the Transvaal and resumed his profession of mining engineer. He was overseer in various gold mines until 1907, when he returned to San Francisco and opened offices. Since that time he has carried on the business of consulting mining engineer. He has remained independent in his practice, but his clientele is large and he finds his services much in demand.

From 1907 until 1912, though he made San Francisco his headquarters, Mr. Short traveled extensively in New Zealand, Australia, South America, Mexico, Canada, Yukon Territory, Alaska, and throughout the Western United States. He specialized in the examination of auriferous lands and in gold dredging.

The revolution in Mexico drove him out of that country in 1912. He was forced to flee for his life from the outlaw bands that were terrorizing the country. A part of his party was captured, the natives slain and the others robbed of their every possession. Subsequently, in 1912 and 1913, Mr. Short was technical adviser to the Natomas Consolidated on its properties near Sacramento.

During the past four years Mr. Short has done considerable work in various parts of the world for the Guggenheim interests, particularly the Yukon Gold Company, and has recently traveled extensively in Alaska for this concern. He has just returned from a trip to Peru, during which he investigated the development of a placer mine for gold operations. His journeys also have taken him to Europe, particularly to England and France, although not in a professional capacity. At times, also, he has varied his work by operating gold mines on his own account.

By reason of his extensive traveling Mr. Short has found little time to mingle in social or fraternal activities. He confines himself, in fact, in this regard to membership in the San Francisco Press Club and the American Institute of Mining Engineers, and in the Masonic order.

DR. THOMAS E. SHUMATE

IN three separate and distinct fields of endeavor—in the profession of medicine, in the drug business and in public life—has the name of Dr. Thomas E. Shumate come to be familiar to the people of San Francisco. For the more than a quarter of a century that has passed since he first came, as a youth, to the Western metropolis, has yielded well.

Twenty-seven years ago Dr. Shumate was a clerk in a San Francisco drug store, attending the College of Pharmacy at night. Today he is a physician with a large and flourishing practice, owner of the best retail drug business west of the Rocky mountains, and in his second term as member of the Board of Police Commissioners.

Dr. Shumate was born April 1, 1871, at St. Louis, Missouri. His father was Charles H. Shumate, stock raiser and dealer, and his mother Cornelia Hicks (McKaney) Shumate. The youth secured the groundwork of his education in the St. Louis public schools, and in 1888, immediately following his graduation from the West Side High School, St. Louis, came west to San Francisco.

Having learned in his high school days that chemistry was his forte, Dr. Shumate resolved to take up pharmacy and, perhaps, later on, medicine. He did not come to San Francisco in a private car; nor did he put up at the best hotel when he got here. Rather, the first thing he did was to look for a job. He found one, in a drug store.

From 7 o'clock in the morning until 6 o'clock he waited on the trade and otherwise kept himself busy. After dinner he took his books and spent the evening at the College of Pharmacy, and at night he slept in the store, not only for convenience sake, but also that he might be on hand bright and early in the morning to attend to business. This lasted for two years and in 1890 he was graduated from the College of Pharmacy, which is an adjunct of the University of California, with the degree of Ph. G.

Dr. Shumate's next step was to open a drug store—a very small drug store, by the way, but much larger now—at Sutter and Devisadero streets. It remains today No. 1 of his chain of similar stores. Once his drug business was going to his satisfaction he enrolled in Cooper Medical College. During the day he attended at the college, then until 11 o'clock at night he worked in his store. From the latter hour on until he finally sought his bed, he carried on his studies.

It was a hard grind, but it brought its reward, for the drug store made possible his attendance at college, and his studies by lamp light gained for him graduation, in 1894, with the degree of M. D.

The same year Dr. Shumate opened offices and began practicing his latest profession. A few months later there occurred a vacancy in the position of surgeon to the San Francisco Police Department, and Dr. Shumate secured the appointment. From 1894 until 1900 he served as the department surgeon. During this period he unconsciously prepared himself for the office he now holds. He kept his eyes open to the manner in which the affairs of the department were conducted, and also came into close touch with the members of the force, to most of whom he is known personally. The result was that when James Woods resigned from the Police Commission in 1912, and Mayor Rolph was called upon to appoint his successor, he chose Dr. Shumate for the place. Dr. Shumate, said the mayor, was in sympathy with the administration and was a man in every way qualified to serve.

After serving out Commissioner Woods' unexpired term Dr. Shumate was reappointed and is now in his second term as a member of the Board. Dr. Shumate has accomplished much good for the Police Department. He helped bring about a recognition of seniority of service and he has aided in making San Francisco a better place to live, but without, at the same time, forgetting to be broadminded and tolerant.

Seven high-class drug stores are now being conducted in San Francisco under the name of Shumate's Pharmacy, Inc. All are enjoying a high class of trade. In addition to his other activities Dr. Shumate is, and has been for several years, a director of St. Francis hospital.

Dr. Shumate was married in 1899 in San Francisco to Freda Ortmann and is the father of three children: Ortmann, aged thirteen; Albert, ten, and Virginia, four. He belongs to the Southern, Olympic and Press Clubs of San Francisco and also the Independent Order of Odd Fellows.

ROMULO MELITON FRANCISCO SOTO

A VARIED experience in all branches of the law has been gained by Romulo Meliton Francisco Soto in the thirty-five years and more that he has practiced his profession. Always a close student, he believes that a man must apply himself constantly to furthering his knowledge if he is to advance in his chosen work. And such application is the secret of Mr. Soto's own success.

Mr. Soto was born April 1, 1855, in Monterey County, California, the son of Jose Manuel Soto and Maria (Perez) Soto. His father was the owner of the Santa Rita ranch, a Mexican grant of several thousand acres in Monterey County, and was also interested with H. M. Newhall in another large ranch in Los Angeles County, where the town of Newhall now stands. The elder Soto came to California in 1849 from Peru, his birthplace, and was very successful in both ranching and the mercantile business until the disastrous dry year, 1876, when he lost practically his entire fortune. The present Mr. Soto's mother was a native-born Californian, of Spanish origin.

Following his graduation from Santa Clara College at Santa Clara June 5, 1876, with the degree of A. B., Mr. Soto entered Harvard Law School, which awarded him the degree of LL. B., June 27, 1878. It was soon after he went to Harvard that his father met with his financial reversal, but this did not interfere with the completion of the law course.

For about a year after obtaining his degree Mr. Soto was in the offices of Winans, Belknap & Godoy of San Francisco, to gain practical experience. He was admitted to the bar July 16, 1879, and the following December commenced practice at Salinas, Monterey County. He continued to practice independently until 1883, when he formed a partnership with S. L. Cutter under the firm name of Cutter & Soto. This partnership was dissolved when, in 1884, Mr. Soto was elected District Attorney of Monterey County on the Republican ticket. He served during this term, but since that time he has not been active in politics nor has he again sought office, disliking the idea of being expected to carry out the plans of someone else.

Removing from Salinas to San Francisco in August, 1887, Mr. Soto entered into partnership with James Herrmann under the name of Herrmann & Soto, and continued in a general practice such as he had had in Monterey County. He had much work in the probate courts, but appeared little in criminal matters. In late years Mr. Soto has paid particular attention to matters relating to land titles involving street improvement assessments, tax titles and irrigation district assessments, in California and Nevada. For years he represented property owners in contesting the issuance of bonds for street improvements, and lately he has represented a number of contractors in matters relating to the improvement of streets. He is considered an authority on such phases of the law.

Together with George H. Maxwell, Mr. Soto has charge of irrigation litigation covering a period of eight years and involving ten or twelve irrigation districts extending from Marysville as far south as San Diego. He represented property owners that were contesting bonds and the taxes levied to pay them. Finally, in 1902, the United States Supreme Court ruled in the Tulare Irrigation District case adversely to the property owners and, on the conclusion that it was an almost impossible task to invalidate bonds issued by the districts, Mr. Soto abandoned the litigation.

Another notable litigation in which Mr. Soto has taken part is that of B. A. Gamble et al vs. the Silver Peak Mining Co., which has been before the courts since 1896. Mr. Soto, John W. Dorsey and associates came into the case in 1903 to represent the plaintiffs. The suit is to enforce an option contract for the purchase of the Silver Peak mine, claimed by some to be worth several million dollars, and by others to be almost valueless. Opposed to Mr. Soto and his associates was Rush Taggart, well known as Chief Counsel for the Western Union Telegraph Co. The suit is still before the United States courts and the district court of Nevada.

The firm of Herrmann & Soto was dissolved in 1890, and from 1893 until 1894 Mr. Soto was in partnership with George H. Maxwell and John W. Dorsey as Maxwell, Dorsey & Soto. Since then Mr. Soto has practiced alone.

Mr. Soto holds membership in the Holy Name Society, Gentleman's Sodality of St. Ignatius Church, and St. Anthony's Guild of Old St. Mary's Church. He was married October 22, 1879, in Boston to Susan Rosalinda Duffy.

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GEORGE HILL STODDARD

WHEN George Hill Stoddard, general manager of the Associated Supply Company, started out to put to use the knowledge he had gained in school and college, he saw an opportunity—and grasped it. He made good until he saw a better opportunity, then grasped that. And he continued to keep his eyes open and take advantage of chances until today he is one of the youngest men in the country in a position such as he fills.

Born August 19, 1881, at Grass Valley, California, Mr. Stoddard is the son of Walter Scott Stoddard, one of the builders of the Nevada County Narrow Gauge Railway from Colfax to Nevada City, and of Harriet Caroline (Hill) Stoddard. His paternal grandfather, Alexander Stoddard, was prominent in the early mining days of Grass Valley as member of the banking and general merchandise firm of Campbell & Stoddard. His maternal grandfather, George W. Hill, also was a well-known Grass Valley pioneer.

Mr. Stoddard attended the public schools of Grass Valley, and later those of San Francisco for a short time. Subsequently he went to school at Los Gatos, Portland and Seattle and after a course in Belmont Military Academy entered the University of California in 1903. He attended the university two years, making the College of Commerce his major, and in 1905 went abroad to round out his education. His route took him to New Orleans, Cuba, Florida, New York, then to the Mediterranean sea, with stopovers at Gibraltar and points in North Africa, then Naples, Rome, Venice, Milan and other cities of Europe, until the San Francisco fire of April, 1906, brought him home. In December, 1906, he made another trip, this time to the City of Mexico, where he continued his study of trade conditions generally.

Upon his return to California Mr. Stoddard secured a position with the Associated Oil Company as inspector in the construction of its pipe line from Bakersfield to Martinez. He saw in this field a promising future and forthwith set out to learn everything he could of the oil industry, not only of that which directly concerned him and his inspectorship, but all the rest. In the year that he held his first post he acquired a fund of that knowledge which later on was to prove of great use to him in his advancement.

The Associated Supply Company was organized in June, 1908, as a subsidiary of the Associated Oil Company. The concern handles supplies for drilling and operating oil wells, does all the necessary buying and selling and maintains in the oil fields six stores, each of which carries complete well supplies, including boilers, casing and pipe.

When he started in with the Associated Supply Company Mr. Stoddard was given a clerkship in the purchasing department. In 1911 he was taken into the sales department as salesman, his work being divided between the office and the oil fields. Just two years later, in June, 1913, he was made general manager of the company, his supervision including both purchasing and selling departments and, in short, all the concern's affairs.

The oil industry is one of the most important in California, and the Associated Oil Company, with its subsidiary, is one of the largest concerns of its kind in the State. To conduct successfully the affairs of such a huge corporation, to provide it with the necessary commodities for the operation of its wells and to buy and sell such commodities to others, involves a vast amount of detail work. Mr. Stoddard is in a position where he must have all these details at his fingers' ends, ready on the spur of the moment to decide important questions pertaining to the business, and ever on the lookout for expanding and building up the concern's trade. Perhaps it is the very nature of his duties that makes him successful in the managership of the company where an older man might fail.

Mr. Stoddard takes no interest in politics, nor is he able, what with the press of other business, to give much of his time to strictly civic matters. Socially, he belongs to the University of California Club and since 1909 has been a member of the Bohemian Club. He is a thirty-second degree Mason, having joined Madison lodge No. 23 at Grass Valley when a young man.

In June, 1908, just before he became identified with the Associated Supply Company, Mr. Stoddard was married to Miss Helen Elizabeth Bates, daughter of Mr. and Mrs. Eugene J. Bates of 1981 Pacific avenue, San Francisco. The couple have one son, Eugene Bates Stoddard, now three years old.

EDWARD J. TALBOTT

CONTRARY to popular belief, the success or ability of an attorney at law cannot be gauged by the number of sensational legal battles in which he appears. Were this so, some of California's foremost lawyers would be accorded far less recognition than they really deserve, for their work, though extremely important, is not of a nature to bring them much into the limelight.

One of those attorneys whose practice is largely quiet, but who none the less has an enviable reputation for ability in his chosen profession, is Edward J. Talbott. He has no practice to speak of in the criminal courts, but confines himself to a general civil practice, largely in probate and corporation matters, which are of more vital interest to those directly concerned than to the public at large.

Unlike some others, Mr. Talbott did not decide fully upon the law as a career until he was half way through the university and until after he had investigated fully the field and his own fitness for entrance to it. He was born August 9, 1878, at Lompoc, Santa Barbara County, California, the son of William L. Talbott, a farmer and stock raiser, and Amelia (Irwin) Talbott. He is of Irish stock, with several noted jurists among his maternal ancestors.

After traversing the grammar schools at Lompoc Mr. Talbott entered high school, from which he was graduated in the spring of 1896. In August of the same year he matriculated at the University of California, finishing in May, 1900, with the degree of B. S. By this time he had resolved to become a legal practitioner. Accordingly he attended Hastings College of the Law for two years and in May, 1902, was admitted to practice before the Supreme Court of California.

Mr. Talbott at once began practicing in San Francisco in association with William J. Herrin. The partnership continued until Herrin's death in October, 1913, since which time Mr. Talbott has practiced alone.

For the past ten years Mr. Talbott has been one of the attorneys in the litigation over the estate of Thomas Bell, one of the longest drawn out and hardest fought cases in California's legal history. It has been before the probate court for twenty-three years and it probably will be several years more before the various claims to the property are adjudicated.

Thomas Bell was at one time the wealthiest man on the Pacific Coast. His property aggregated some $20,000,000 in value, but he lost it in one way and another, principally by unwise investments, until at the time of his death in 1892 he was worth only about $200,000, with outstanding debts totaling twice as much. Following Bell's death, however, oil was discovered on his land. By taking advantage of this the administrators have built up the estate once more until today it represents something like $5,000,000.

Mr. Talbott has been interested as an attorney in several other good sized estates, which he has settled in one way or another to the satisfaction of his clients. He also is general counsel for a number of corporations, among them the San Francisco Sulphur Company, which does practically all of the importing and exporting of sulphur that is carried on in San Francisco. In this, as well as in other concerns, Mr. Talbott is likewise interested in a financial way.

In politics Mr. Talbott is a stanch Republican. He has neither sought nor held office, but has preferred to do his work for others or for the party's general good. He does not find time to belong to social clubs, although he is a member of the B. P. O. Elks as well as of the American Geographical Society.

Mr. Talbott was married in 1906 in San Francisco to Lillie V. Rose. He is the father of one child, a daughter, now seven years old.

JOHN E. D. TRASK

"WHAT any city needs, more even than a propaganda for higher morality, more even than political reform or municipal ownership of public utilities, is an appreciation of art and art work—without which life is dry and sordid indeed."

These few words are the key to the philosophy of John E. D. Trask, Director-in-Chief of the Department of Fine Arts of the Panama-Pacific Exposition. He is an art connoisseur, one might say an executive artist; and his peculiar aim in life is to draw together and amalgamate the interests of the artist himself and the art lover, to weld a bond of sympathy between them.

In how far he has succeeded in doing this is testified to by the words on a great square of parchment presented to him upon his resignation from the managership of the Pennsylvania Academy of Fine Arts to accept the honor offered him by the Exposition. This testimonial, dated Philadelphia, February 4, 1913, and signed by 86 artists, is worded:

"To John E. D. Trask on the eve of his retirement from the office of Secretary and Manager of the Pennsylvania Academy of the Fine Arts. We, the undersigned members of the artistic fraternity, desire to express our appreciation of his services to the cause of American Art; of his loyalty and unselfish devotion to the best interests of the Pennsylvania Academy of the Fine Arts; of his sympathetic understanding and support of the artistic spirit in all its vagaries, and of his many qualities of mind and heart which have endeared him to us as a man, a comrade and a good sport."

Were he not too modest to advance them, Mr. Trask might make three distinct claims to fame as an art director. He is a native of Brooklyn, New York, born February 18, 1871, and following his graduation from college in 1888 engaged in newspaper and magazine work until 1896. In the latter year he became affiliated, in the capacity of assistant manager, with the Pennsylvania Academy of the Fine Arts, founded in 1805, the oldest art institution in the country. In 1905, when the Academy celebrated its centennial, it chose Mr. Trask as its secretary and manager, and such he continued to be until February, 1913. He had resigned to become the Exposition's fine arts director in November, 1912, but the Pennsylvania Academy would not let him go until after he had arranged its annual exhibition.

As executive head of the Academy Mr. Trask found his forte. Under his direction the annual exhibitions of the institution came to be recognized as the best in the country. He was especially interested in the Academy's schools, and in the development of talent of the youthful and aspiring artists, those who needed an encouraging word. Philip L. Hale of Boston, son of Edward Everett Hale, once characterized the Pennsylvania Academy under Mr. Trask's management as "the only institution of its kind in the country that was almost human."

Mr. Trask gained widespread recognition in 1910 as United States Commissioner General to the Exposicion Internacional de Arte del Centenario at Buenos Aires, Argentina, and to the Exposicion Internacional de Bellas Artes at Santiago, Chile, as well as to a special art exhibition at Montevideo, Uruguay. These events did probably more than anything else to familiarize the South American peoples with American art and artists. The United States sections, though not the largest, received the greatest number of awards, and more than twenty-five per cent of the works that were for sale were sold and remained on view. Also, a considerable part of the appropriation made for this work by Congress was returned, unexpended.

The whole world, by this time, knows of the excellence of the display of fine arts at the Panama-Pacific International Exposition—so it is needless to dilate upon it. Mr. Trask, who conceived it, then carried out his conception, says of it just this: "The Fine Arts exhibition has received many compliments it hasn't deserved—and some knocks that it also has not deserved. But it is the most intelligent representation of modern art ever shown in America, and it was made possible because American artists are today doing better work than ever before."

Mr. Trask now has seen art expositions from the outside in and from the inside out. And this well rounded experience, with that as manager of the Pennsylvania Academy, should make him one of the foremost art directors in America.

A. E. VANDERCOOK

"IN MY opinion, A. E. Vandercook is the Edison of mining. He has invented what will prove one of the greatest boons California has known. And, withal, he is one of the most 'human' men I have ever met."

That is what L. B. McMurtry, president of the California Extraction Company, thinks of the inventor of the Vandercook System of Ore Treatment, a system he is developing in a commercial way. And when one considers the results that already have been attained with the Vandercook Treatment, the reason for the encomium is plain.

From the very first, almost, Mr. Vandercook had mining mapped out for him as a career. That he has followed it steadily and consistently is perhaps one reason why he has been able to invent and perfect a treatment of ore extraction which not only upsets old chemical theories but has proved itself more than 98 per cent perfect in practical operation.

Mr. Vandercook is a native of Jackson, Michigan, born June 12, 1874, the son of Oscar Vandercook, mining investor and at one time Chief United States Marshal for Utah. Following his graduation from the common schools of Salt Lake City, Mr. Vandercook spent three years studying under Charles Wyman, a well-known mining engineer. Subsequently he spent two years in special courses in mining at the University of Utah, and specialized in chemistry for another year at the Ogden Military Academy at Ogden, Utah.

In 1894, when twenty years old, Mr. Vandercook became chief assayer in John McVicker's assay office at Salt Lake City. After a little more than a year he became an assayer on the properties of the Cedar Valley Gold & Silver Mining Company in Arizona, near Kingman. While there he evolved a plan for the cyanidation of mine tailings and tried it out, with success, at the Southwestern Mining Company's workings at El Dorado Canyon, Nevada, owned by Joseph Wharton of Philadelphia, the "Nickel King". Mr. Vandercook, after erecting this plant, the first ever built in that section, became its superintendent. He then was 22 years old.

The installation and operation of the Nevada cyanide plant was really the basis for the present perfected system, which is the result of a series of developments.

From El Dorado Canyon Mr. Vandercook went to Bohemia, Oregon, and for one winter operated the Champion mines. Coming back to San Francisco, he was attracted by a property originally operated, but then abandoned, by Alvinza Hayward. Mr. Vandercook, finding the mine had not been opened up properly, acquired it, spent some months developing it along the right lines and incorporated the Dairy Farm Mining Company, in which L. C. Trent became interested. Three years later the property, now known as Vantrent, was sold to the Guggenheims. His present association with L. B. McMurtry and E. W. Kay in the California Extraction Company began in 1911; a laboratory and a complete working model plant has been operated by them since July, 1913, in East Oakland.

In the Vandercook cyanide treatment the ore is slimed and classified to the required fineness directly in the cyanide solution, while at the same time amalgamation is effected. This does away with long hours of agitating the pulp and completes the extraction while the crushing is going on. The metallic mercury, as thus employed, prevents any fouling of the solution, which may be re-standardized and used over again, at a great saving. After the amalgamation process a large part of the solution is removed through the Vandercook thickener; then the thickened pulp is passed on to the Vandercook filter for the washing out and retaining of its pregnant solution. This solution then is in an absolutely clear state—a condition not the case in other processes—and is precipitated on zinc shavings.

So epochal is the Vandercook process that miners must be shown before they will believe it possible to secure a 98 or 99 per cent extraction. The secret lies largely in the combination of the cyanide and amalgam systems, which ordinarily are used separately. Even the most conservative have characterized the system as revolutionary, inasmuch as with it tailings of abandoned mines and ores considered of prohibitive low grade may be worked with profit.

And the invention is no longer in the experimental stage. It has been fully proven. Patents have been secured, plants are now being, or about to be, erected for a number of mining companies, and the way is opened for universal exploitation.

JOHN CHARLES KEMP VAN EE

FEW sections of the globe have been overlooked by John Charles Kemp Van Ee in his promotion of mining, oil and varied industries. His operations have not only embraced the Western United States and Mexico but they have carried him to England, South Africa, West Africa, Australia and the Central and South Americas. For nearly half a century he has been known as an industrial pioneer.

On November 22, 1856, Mr. Kemp Van Ee was born at Rutherford Park, New Jersey. He is of the purest Dutch strain and descendant of a family unusually well-known. His father was John Charles Kemp Van Ee and his mother Henrietta A. M. C. Smit (Roeters) Van Ee.

Following his graduation, in 1867, from grammar school, Mr. Kemp Van Ee immediately came west to San Francisco, where he settled. A few years later, while still but a youth, he began his study of mining by entering the field in Tuolumne County, California. He also mined considerably at White Pine, Nevada; Pioche, Utah, and in other sections, and in 1876 became interested in the Sierra mine at Bodie. In those days Bodie was one of the most famous mining camps in the West, and Mr. Kemp Van Ee operated there for nearly three years.

The first railroad line across the Sierra range from Bloody Canyon to Sonora was surveyed by Mr. Kemp Van Ee in 1878. This made accessible a vast new territory and proved of untold value from the beginning. He continued his pioneering operations by the construction, two years later, of the first telephone line from May Lundie to the Yosemite Valley, and this was followed the next year by his building of the railroad from Crockers to Lake Tenaya, thence to the Sierra mine and the base of Mount Dana. During this constructive period he also did much to preserve California's famous big trees by the issuance of what is known as Valentine scrip, which cannot be given out on other than gold-bearing properties.

Mr. Kemp Van Ee sold most of his California mining interests in 1882 and began operating elsewhere. In 1886 he became owner of mines in Mexico and, as in previous instances, connected it by rail with the world's markets. He built sixty miles of road from Ortize to Las Bronzas, and eighty-eight miles more between Las Bronzas and Trinidad. Returning to Idaho in 1888 he again became interested in mining there, and did much to establish and build up the towns of Mountain Home, Rocky Bar and Silver City. Thereafter he went abroad and was gone until 1897.

It was during this long sojourn, in which he traveled extensively all over the world, that Mr. Kemp Van Ee did important mining and other promotion work in Central America, South America, Australia and Africa. He was interested in a great variety of industries, especially during his residence in London, where his enterprises involved in actual investments an aggregate of more than $100,000,000. Included in these projects were the steam steel axle-box and the development of the Barton vineyards and of the Garfield mine. The mine was later disposed of for a consideration of $1,250,000.

Returning, in 1897, from abroad, Mr. Kemp Van Ee purchased the Royal mine in Calaveras County, California, near Copperopolis. In the subsequent strike that occurred at the properties, he set a precedent by securing from the Federal courts a permanent injunction against the Miners' Union. The Royal is still in operation and today has one of the largest stamp mills in the State. Mr. Kemp Van Ee remains in control.

Not long after the fire Mr. Kemp Van Ee turned his attention to the development of his oil holdings, at the same time forming the San Juan Portland Cement Company. In line with his oil operations he, with a New York capitalist, purchased the Chittenden ranch in Santa Cruz County and also mineral rights on 8,750 acres of land in San Benito County. He was one of the chief purchasers, late in 1906, of the Palmer and Palmer Jr. oil properties in Santa Barbara County. It is to these interests that most of his attention is today directed, although in addition to these he is president of the California Central Railroad Co. and the Old Mission Portland Cement Co., vice-president of the San Juan Pacific Ra[illegible] and general manager of the No[illegible] mine at Mokelumne Hill.

Mr. Kemp Van Ee was married in 1873 in San Francisco to Miss Hattie Holt King. He has one son, John Charles Kemp Van Ee, Jr., now attending Columbia University.

A. WENZELBURGER

THERE are two ways, from the psychological viewpoint, of living with satisfaction to ourselves. One way is to set ourselves no goal whatsoever, to let intellectuality and personal attainments go for naught, and we are happy and satisfied through ignorance. The other, and the better, way is to choose our goal, then as we struggle constantly compare our "success" with our "pretensions" until the two balance; and when they do, then have we lived, then have we attained inner satisfaction, indeed!

Measured by such a standard as this, A. Wenzelburger, expert public accountant and head of a large corps of workers, has gained satisfaction in his success. He has become what he set out to become; and though that does not mean that he has ceased to advance, still he has reached his original goal and more.

There are many reasons why Mr. Wenzelburger should secure recognition in the story of San Francisco and California. It is on the shoulders of such men as he, stanch and dependable, that has fallen the burden of this State's development.

Of particular interest at this time, when the Spring Valley Water Company has been brought into the limelight by the proposed purchase of its properties by the City of San Francisco, is the fact that it was Mr. Wenzelburger who made the examination of the water company's affairs for the city in 1904. This was in connection with the municipality's suit against the corporation and involved an investigation of the cost of operation of Spring Valley from the date of its organization in 1854. The work, done under the direction of City Engineers Dockweiler and Grunsky, took nine months of close application and tedious labor; it was the most extensive examination ever made by the city of the affairs of a public utility. Mr. Wenzelburger's appointment carried with it a salary of $1,000 a month.

A. Wenzelburger was born in 1847 in Southern Germany, the son of the Rev. John George Wenzelburger, a Lutheran minister who acted as director of the diocese of Braunsbach in the kingdom of Wurtemberg. Mr. Wenzelburger was graduated, in 1865, from the Latin school of his native city, a school graded somewhat higher than the high schools of the United States. For the succeeding three years he engaged in mercantile pursuits, but in 1868 came to the United States. This he was prompted to do partly because he felt that military service, which would have been compulsory had he remained in Germany, would retard his progress in a career which had far more attractions to him than that of bearing arms.

The spring of 1868 witnessed Mr. Wenzelburger's arrival at Philadelphia. He visited relatives there a few months, then came across country to San Francisco. A week spent here and he went to Eastern Nevada, where he became accountant for a large mining concern. In those days mining operations in Nevada were sometimes of rather short duration, so that Mr. Wenzelburger was obliged to change his position frequently and at times seek employment with commercial firms. At length he started out independently in the hardware business at Hamilton, Nevada, remaining in this pursuit until 1876, when he returned to San Francisco, this time to remain.

An active business association with the late Julius Jacobs began when Mr. Wenzelburger became cashier and accountant of the Germania Life Insurance Company. Mr. Jacobs was then general agent for the Germania company. Afterward he was made Assistant United States Treasurer under President McKinley, but passed away before his term of office expired. Mr. Jacobs was a member of the firm of Jacobs, Easton & Company, to which Mr. Wenzelburger was admitted to partnership in the late eighties, when it was the largest insurance concern in San Francisco.

Following the passing of the Public Accountancy Act by the State Legislature, Mr. Wenzelburger was appointed by Governor Pardee a member of the State Board of Commissioners of Public Accountants and during the second year of the board's existence served as its president. Since that time, however, he has devoted his entire attention to private practice and has built up a strong clientele. He is auditor for a number of large local concerns.

Mr. Wenzelburger was married in 1878 in San Francisco to Miss Ella Carter. The couple have two daughters: Elise, wife of Judge A. E. Graupner, and Lalla, wife of First Lieutenant William H. Shea, U. S. A. Mr. Wenzelburger is a member of several fraternal orders, among them holding the thirty-second degree of the Scottish Rite, and in matters pertaining to civic betterment is especially active.

J. E. WHITE

EVERY man has his personal convictions. He knows certain things are right and that their growth should be fostered, and that certain other things are wrong and should be rooted out. But so prone is mankind to evade its responsibility that the one who shows the courage of his convictions is the exception, perhaps, rather than the rule.

J. E White, attorney at law and one of the greatest champions of good in the State of California, has shown this sort of courage to an unusual degree. He believes that anything that lowers the standard of morality, anything that tends to beset the youth of the land with temptations and dangers, is a menace to society and that it is the duty of honest individuals to pool their efforts toward effecting a change for the better. Believing thus, he has for the past dozen years or more been in the thick of the fight for the better life and has not spared his efforts in anything worthy, despite the fact that his activities have worked a great personal loss by taking him away from monetary pursuits.

Away back in 1902, with others, Mr. White organized the Higher License League and launched a campaign to raise the saloon license in San Francisco from $84 a year to $500 a year. The project was defeated at an election in the fall of 1905 by about 3,000 votes, but following the fire the organization went before the Board of Supervisors and secured the ordinance they desired. This included provisions making it unlawful to conduct a saloon within 150 feet of a school or church and also divorcing the saloon from the grocery store. Up to that time nearly all the groceries had bars, but by means of the ordinance the number of bars in the city was reduced by about 1,200. Since then Mr. White has represented about 90 per cent of the protestants against the location of saloons in districts where they were not desired. He also has been called upon to assist other cities in a similar work. Among others he led a campaign in 1906 in Vallejo which reduced the number of saloons by one-half. He has been attorney for the Anti-Saloon League in Northern California for ten years.

In 1909 Mr. White led the campaign that did away with slot machines in San Francisco, a campaign backed by the San Francisco Church Federation, which he has represented in its civic activities for the past eight years. In 1911 Mr. White led the fight before the State Legislature which spelled the doom of slot machines throughout California. About the same time he did considerable campaigning on behalf of woman suffrage, which finally won.

About eight years ago Mr. White started, with others, a movement to abolish prize fights in San Francisco. He succeeded, in 1910, in blocking the Johnson-Jeffries fight that was to have been held here. After failing to get an anti-prize fight bill through the 1911 Legislature he helped pass one under the initiative in 1914 and it went into effect last December. He was secretary of the State campaign committee in 1914 that worked for the Redlight Abatement Bill, which became a law, and in the subsequent test case Mr. White represented the people of California. He also campaigned all over the State in 1914 on behalf of the prohibition amendment, as chairman of the citizenship and temperance department of the State Christian Endeavor Union. He is aiding the "dry" campaign now under way for the 1916 election.

Mr. White was born November 6, 1870, on a farm in Grundy County, Iowa, the son of Robert White and Rosa (Zeran) White. He attended the public schools of Rockford, Iowa, was graduated from the High School in 1889 and received his A. B. from Cornell College in 1895. He worked his way through school almost from the beginning. For some time he was employed at nights as call-boy for a railroad, pursuing his studies in the day time. Later, during his vacations, he worked as chore boy in a law office. In 1896 Mr. White went to Riverside, California, and taught in a business college besides conducting a private preparatory school for teachers. He came to San Francisco in 1899, entered the Hastings College of the Law, through which he worked his way, and received his LL. B. in 1902. He at once began practicing his profession independently, specialising in probate and corporation matters. Politically he is an ardent and active Progressive.

Mr. White belongs to the Commonwealth Club and is a stanch member of the Methodist Episcopal Church, of which he is general State counsel.

RANDOLPH V. WHITING

A NATIVE SON of the Golden West, mingling with the broad optimistic outlook of the Westerner the traditions of his distinguished Southern ancestry, no history of San Francisco or California would be complete without the name of Randolph V. Whiting, lawyer, editor, politician—in the highest sense of the term—and gentleman.

A descendant of the famous Carter and Braxton families of Virginia, who in the days before the Civil War occupied principalities in that State, Mr. Whiting was born in Quincy, Plumas County, California, and received his early training in the schools of that community. His later education was obtained in Bowens' Academy, Berkeley, whence he entered the University of California and afterward Hastings College of the Law, receiving his degree from the latter institution in 1895.

While in college, Mr. Whiting distinguished himself in athletics and held several coast records for a number of years. Upon leaving college and being graduated from Hastings in 1895, he took up the practice of his profession in this city.

In 1900 he was appointed Assistant District Attorney of San Francisco under Lewis F. Byington and served in that capacity until 1906, when he entered private practice again. It was during his term in the District Attorney's office that Mr. Whiting won a remarkable victory, when he served as an expert on California law in the extradition of George D. Collins, accused of bigamy and perjury, who had made his escape to Canada.

Mr. Whiting is today one of the foremost lawyers in San Francisco. For ten years he has been very prominent in State and County politics and has been mentioned for high offices, although he has refused steadfastly to accept the urgings of his friends in this direction. Among the offerings were those for the offices of Superior Judge, United States Attorney and District Attorney.

He was a member of the Democratic State Central Committee and of the County Central Committee and was one of the four men appointed to represent San Francisco at the inauguration of President Wilson, the other three being M. H. de Young, Theodore Bell and Congressman Julius Kahn.

A well known and able law writer, Mr. Whiting is noted for his grasp of legal decisions and the points involved. For many years he has been editor of two legal publications, "California Decisions" and "California Appellate Decisions," which are the advance publications of the Supreme and Appellate Court decisions.

On February 1, 1915, Mr. Whiting had conferred upon him the honor of being appointed by the Supreme Court of California to the position of assistant reporter of State Supreme Court decisions as well as of decisions of the District Court of Appeals. This position involves the digesting and preparation of syllabi of the decisions of these two courts.

Mr. Whiting is prominent in the Masonic order and has been closely identified with the extensive charitable work of that organization. He is past master of King Solomon's lodge, having filled all the chairs of the lodge one after the other. He is also a member of California Commandery of Knights Templar and of the Scottish Rite bodies, as well as of Islam Temple, Ancient Arabic Order Nobles of the Mystic Shrine of San Francisco.

In 1900 Mr. Whiting married Miss Mary Rosselet Bowens, daughter of the late T. Stewart Bowens and Mrs. Bowens of Oakland and Berkeley, a belle of the east bay community and at the present time prominent in the club and social life of Oakland and San Francisco.

VINCENT WHITNEY

IT is quite as important to retain something that has come into one's possession as to possess it in the first place. And this is particularly true when it applies to an estate, on which work must be constant if it is to be kept up to its original status or value.

Vincent Whitney has found his life's work in the management of the properties acquired and partially built up by his noted father, the late J. Parker Whitney. Even before his father's death, which occurred in January, 1913, Vincent Whitney had been placed in charge of the Whitney interests, and these he has strengthened and increased in a most capable manner.

Born May 13, 1880, in New York City, the younger Mr. Whitney secured his early education at St. Paul's School of Concord, New Hampshire. He afterward attended Harvard University and specialized in engineering. The knowledge thus gained has proven decidedly useful to him, as he has applied it since to the practical side of ranching.

In 1903 Vincent Whitney came to California and lived for three years in Los Angeles and at other points in Southern California. He removed to San Francisco in December, 1905, and has remained here ever since in charge of the Whitney Estate Company. He has taken a keen interest in matters having to do with the advancement of the city of his choice and has been active in a number of public movements. One of these was the 1909 Portola Festival, which came near being an international celebration, and in which Mr. Whitney was one of the leading spirits. He has long been prominent also in sports, particularly in golf.

The Whitney Estate Company's holdings are by no means confined to California, although the bulk of the properties is in this State. There is included the 18,000-acre Whitney ranch in Placer County at Rocklin, other real estate, town lots in San Francisco and elsewhere, the Congress Hotel property at Pueblo, Colorado, and various other interests of one kind and another.

The late J. Parker Whitney, whose work his son is carrying on, was a sturdy California pioneer. In all forms of Western enterprise—in mining, fruit raising, land reclamation, live stock breeding and ranching—the name of Whitney has been widely known, and in each of these subjects he was an authority.

The son of a prominent New England family, Mr. Whitney the elder was but seventeen years old when he made his first trip to California by water around the Horn. Later he crossed the plains no less than five times. In 1865 he went to Colorado and was for a long time active in mining. During this period, in 1867, he was appointed United States Commissioner to the Paris International Exposition. Some time after this he went to New Mexico, where he built the Silver City Railroad, connecting Silver City with the Santa Fe Railway at Deming.

For half a century the late Mr. Whitney was active in agricultural, horticultural and stock raising pursuits, and in each of these three he was a pioneer. He was the first to import thoroughbred Merino sheep to California from Spain; it was he who first demonstrated that not only could oranges be grown in Northern California but that they ripen here from six weeks to two months earlier than those grown in the Southern section of the State; and he it was who shipped the first carload of raisins out of California. He did notable land reclamation work at Roberts Island in the San Joaquin river.

Like father, like son, the Whitneys have ever been stanch believers in San Francisco and California and have lent a hand at every opportunity toward the upbuilding of both. Following the San Francisco fire of 1906 the Whitneys were among the first to start rebuilding, with the erection of the Whitney building at 133 Geary street.

The elder Whitney, besides his business accomplishments, was a sportsman and a writer of far more than ordinary note. His exploits with the rod and gun extended over two continents. Among the works of which he was the author are: "The Reminiscences of a Sportsman," "Fresh-Water Tide Lands," "Colonization of Lands," "Citrus Cultivation" and "The Greater Future and Welfare of California."

Vincent Whitney is active in a number of social organizations. He was married in San Francisco to Miss Pearl Landers, daughter of Mr. and Mrs. John Landers of this city, at a brilliant social wedding.

EDWARD D. WILBUR

THE difference between a man who accomplishes something in this life and the one who drifts through it with as little expenditure of effort as possible, is simply that the successful man fixes a certain goal and sets out to win it, letting nothing divert him from his course.

Edward D. Wilbur became an attorney-at-law after constant studying, at times when he fain would have rested from his bread-winning labors, those of a carpentering contractor. That a man's wife can either make him or drag him down, according to her attributes, is exemplified in the case of Mr. Wilbur. His wife ever urged him on and encouraged him; by his side she went, studying law with him, giving him examinations and thus rounding out his knowledge and making it permanent.

The result—Mr. Wilbur passed his bar examinations with flying colors and today enjoys a strong and ever-growing clientele as a reward for his endeavors.

Edward Douglass Wilbur comes of a stock that for generations has been noted for doing big things. He was born at Frankfort, Kentucky, June 13, 1857, the son of Sydney Wilbur, an Episcopal minister, and Emily (Douglass) Wilbur. His paternal great-grandfather, Edward Wilbur, was a merchant on the high seas at the time of the American Revolution. He turned his vessel over to the Colonies as a fighting frigate and retained its command. The present Mr. Wilbur has the chapeau and plaid coat of his fighting ancestor. The son of the sea captain, also Edward Wilbur, was one of the projectors and builders of the Erie Canal.

The maternal great-grandfather of Mr. Wilbur was Andrew Ellicott, civil engineer, companion of George Washington and one of those who laid out the City of Washington. As United States Surveyor General he did much to bring West Point Military Academy up to standard. David Bates Douglass, Mr. Wilbur's maternal grandfather, also was a civil engineer of the United States Engineering Corps. Among his projects were the remodeling of West Point, laying out of Greenwood cemetery, Long Island, and building of Croton Waterworks, New York City.

After attending the common schools of his birthplace, Mr. Wilbur in 1869 came across the continent with his parents by the Central Pacific Railway. They stopped off in San Francisco, just at the time "Steam Paddy" Hewes was removing the sand dune from the present Palace Hotel site. In San Diego Mr. Wilbur went to school about a year. The rest of his education has been gained in the great school of experience.

Starting out to make his own way, he came to San Francisco and worked at various jobs. Drifting into carpentering, he finally became a building contractor. In 1880 he married Jennie Evans of Point Reyes, daughter of the agent for the O. L. Shafter estate. His wife was highly educated and encouraged him to enter the law. The couple had three children, but death took them all, the wife herself dying in 1899.

Mr. Wilbur entered the law offices of Tilden & Tilden in 1884, but was forced to go to San Diego to recover from an accident. Returning here, in 1889, he was admitted to the office of Judge Barney McKenna and in February, 1892, gained entrance to the bar. For several years he was associated with other attorneys, but a little more than three years ago set up an independent practice. Today he engages in general civil law work, keeping out of the criminal law as far as possible.

Politically Mr. Wilbur is a Republican, but always has declined public office or political preferment. Ever since 1872, when, as captain of the Boys in Blue at San Diego, he worked on behalf of Grant for a second term as president, he has stood for the good of the party.

"Like the leopard," says he, "I cannot change my spots. I believe the Republican party is the best. Simply because we find one or two undesirables within its ranks is no reason why the whole party should be cast under aspersion. Rather, it should make us put our shoulders to the wheel with greater zest, rid ourselves of the undesirables and cause the party to be looked up to more than ever before."

Since the death of his wife Mr. Wilbur has taken no part in social or fraternal affairs. In civic matters, however, he is active. He was the founder of the Fourth and Fifth Streets Improvement Clubs and only recently won a notable victory before the Supervisors in securing much needed lights for Fourth street from Market to Townsend.

FRED S. WILSON

THE rule that the man who knows the most about his own business, and has the best chance of success in plying it, is he who has learned it from the very bottom up—this rule holds good today just as much as it ever did. And it must continue to apply so long as our present-day economical system lasts.

Fred S. Wilson, vice-president of the Thermoid Rubber Company, manufacturers of Nassau Tires, turned naturally to the rubber business when it came time for him to begin casting about for a means of self-support. He was born May 5, 1877, in Trenton, New Jersey, son of Richard P. Wilson and Catherine (Jones) Wilson. Trenton is a manufacturing center for rubber and pottery, and it follows that the younger generation takes to one or the other of these two industries.

Sixty years or more ago Joseph O. Stokes, superintendent of the New Jersey Steel & Iron Company at Trenton, gave a job to Richard P. Wilson, then fourteen years old. Ten years or so later, when Wilson started out for himself in the coal and lumber business, he took in with him Stokes' eldest son, W. J. B. Stokes, then aged 17. Subsequently W. J. B. Stokes became president of the Home Rubber Company, among others, and when Fred S. Wilson was sixteen years old, he left the public schools to accept a position tendered him by Stokes, his father's old-time business partner. This has kept the names of Stokes and Wilson linked together for more than half a century.

Mr. Wilson went into the rubber business through the factory door. He was put to work at the bench, as an apprentice in the manufacture of bicycle tires. Here he labored three years, when, having made good, he was sent to New York as city salesman for the Thermoid Rubber Company, also a Stokes concern. And it is with the Thermoid company that he has remained.

Three more years, spent as city salesman, and Mr. Wilson was given a territory in the Eastern States. He traveled over this and other territories, with consistent success, for about five years. By his knowledge of the business and his ability as a salesman he made himself valuable and the result was that he was recalled to the main offices at Trenton and made sales manager, later being given the added work of advertising manager.

In 1907, fourteen years after he took his place at the apprentice's bench, Mr. Wilson became a director in the Thermoid Rubber Company and was chosen its vice-president, a position he retains to this day. The concern is a close corporation, consisting only of Joseph Oliver Stokes, as president; Fred S. Wilson, as vice-president; W. J. B. Stokes, treasurer; and Robert J. Stokes, son of W. J. B., secretary and factory manager.

Mr. Wilson went to Chicago in 1911 to open up a factory branch. This once under way, the Thermoid Company began considering the advisability of locating another branch on the Pacific Coast. In this connection it was taken into consideration that the opening of the Panama Canal would make California and New Jersey next-door neighbors, and that a vessel loaded with goods within a quarter of a mile of the Thermoid factory at Trenton, could be unloaded at the very doors of the concern's Pacific Coast warehouse. It was decided that one member of the company should be sent here, to take up his residence on this coast and become a part of it. And in 1913 Mr. Wilson, chosen for the place by his associates, came to San Francisco.

The Thermoid Rubber Company, whose local branch office is in the Monadnock building, is known throughout the world for its Thermoid Brake Lining and Nassau Tires. The Nassau owes part of its fame to the fact that it is the tire used by nearly all automobile racers of the day. The Peugeot Car in which Dario Resta won both the Grand Prix and Vanderbilt Cup races at the Panama-Pacific Exposition, was equipped for both races with the same set of Nassaus. And the tires would last through another race easily.

The business of the Thermoid company has been built up on the strength of honest goods, honest treatment and honest advertising. It believes that a "white lie" is no whiter when mixed with printer's ink. And as proof of the wisdom of this policy, its factory has for more than four years been running 23 hours a day.

JOHN RALPH WILSON

THE day of the long-winded law orator, whose aim in the conduct of a case in court is to lead the jury into a maze of perplexities, is past. The lawyer who succeeds in this decade is he who sums up the salient points of his argument and presents them to the jurors in compact, concrete form. He is the man, in short, who employs facts instead of vain expoundings to win; who brings forth the principles of law and the cases bearing clearly on the issue, and concerns himself with these alone.

This is the opinion, as often expressed to his friends and associates, of John Ralph Wilson, San Francisco attorney, whose own legal record proves his contention. There are few legal practitioners in California who, in the past few years, have so consistently won what they set out for and have added such a number of favorable court rulings and jury verdicts to their credit.

Mr. Wilson's record has been made possible by his careful preparation of cases. He works on his theory of isolating one or more points that form the crux of the case, then driving those points home to the jury without attempt at blandishment. The jury, unhampered by complexities, does the rest.

Being the son of a Methodist Episcopal minister, whose pastorate was changed at regular intervals, John Ralph Wilson's early schooling was somewhat intermittent and was obtained in Delaware, Maryland, Virginia and New York. He was born at Wilmington, Delaware, April 13, 1878, to Rev. John A. B. Wilson and Mary E. (Jefferson) Wilson and is descended from original Cavalier stock.

After receiving all but one year's preparation for college Mr. Wilson moved to Los Angeles with his parents in 1894. There, under a private tutor, he crowded the final preparatory year into three months and entered the University of Southern California in 1895. Here he did nearly three years' work in two, then entered the law offices of Wells, Works & Lee and for two years more studied under the personal direction of Colonel G. Wiley Wells. In December, 1899, he was admitted to the bar and set up a private practice in San Francisco.

Mr. Wilson today is counsel for a number of casualty companies. For five years he has been trial attorney for the Pennsylvania Casualty Company and since 1912 has represented the liability department of the Massachusetts Bonding and Insurance Company. Since the automobile business became a great industry he has been counsel for several large Eastern automobile concerns, as well as for a number of Eastern manufacturers.

Several of his clients, wealthy landowners, leave to Mr. Wilson the handling of their property. He has put on a number of subdivision projects and for a long time has operated the business of one of the large companies dealing in farm lands, with holdings in various parts of the State. He is a director of the Venitia Company and also its general counsel in its new subdivision near San Rafael, Marin County. He is also a director of and general counsel for the Realty Mortgage Company of San Francisco.

In 1904, in litigation involving the estate of the late Thomas J. Clunie, he represented the widow. The estate was valued at $1,100-000. Before the case came to a final hearing Mr. Wilson obtained for his client one of the most satisfying settlements in the history of local probate matters. Another interesting bit of litigation in which Mr. Wilson has figured is the case of alleged fraud against the promoters of the Dabney Oil Company. About $750,000 is involved. The case, after going once to the Supreme Court, is now in shape for the trial in the lower court. Still another notable case was his successful defense of certain suits in eminent domain instituted by the Central Pacific Railway when it was about to build the Rockland-Colfax cutoff.

In addition to his corporation and probate work, which is heavy, Mr. Wilson has a general civil practice that takes him all over the State. He is active in civic matters and at one time was prominent in Republican politics. In 1907, at the Republican convention of San Francisco, he was chairman of the minority that made the fight for Taylor for mayor. On another occasion he ran for the State Senate from the Forty-sixth district and lost in a hot, three-cornered campaign by only about 150 votes.

Mr. Wilson was married April 15, 1903, at Alameda, to Miss Emilie Duryea Mason, of an early American family of Mayflower stock and a descendant of the Colonial Governors. The couple have one daughter, Emilie Mason Wilson, aged eight.

GEORGE WINGFIELD

PERHAPS the most interesting lives in this country to contemplate are those of the men who, starting with nothing, have achieved fame and fortune by their own initiative and strength. One of such men in the Western country is George Wingfield of Nevada, a man who now, before he is forty years of age, is counted among the wealthy men of the country, is a potent factor in the mining and banking world and is favorably known from one end of the nation to the other.

George Wingfield was born in Fort Smith, Arkansas, August 16, 1876, the son of Thomas Y. and Martha M. Wingfield. His parents came across the plains and settled near Lakeview, Oregon. It was here that Wingfield spent his youth, attending the public schools and working on his father's ranch.

From Lakeview he went to Golconda, Nevada, when he had barely reached his majority and interested himself in mining and other pursuits. He made two or three small fortunes but these he lost. Finally he went to Tonopah, when the mining boom started there in the spring of 1900.

Before leaving Golconda, George S. Nixon, who later became U. S. Senator from Nevada, told Wingfield that if he saw anything that looked good around Tonopah to let him know. Acting upon this suggestion, Wingfield advised Nixon that he thought the opportunities around Tonopah excellent. Nixon thereupon joined Wingfield in several enterprises, Wingfield having accumulated some money in the meantime.

It has been rumored that Senator Nixon "grubstaked" Wingfield, but this is contrary to fact. The joint investments finally resulted in the partnership of Nixon and Wingfield, which later developed into one of the biggest that the West has ever known—a partnership that involved millions, but without a written agreement, and which depended wholly upon the personal honor and integrity of the two men.

While Tonopah was booming a mining strike occurred at the camp then called Grandpa, which later became the world-famous Goldfield. Nixon and Wingfield secured, with others, a lease on the Florence mine, from which they took out several hundred thousand dollars net. They then became interested in various other leading mining properties in Goldfield and also established the banking house of John S. Cook & Company.

Believing thoroughly in the camp's future, Wingfield gradually acquired more partnership stocks. He studied the situation thoroughly and with the aid of his associates determined upon those properties which should show the greatest promise and which would command the situation. These properties were the Combination, Mohawk, Laguna, Red Top, Jumbo and Goldfield Mining Company.

Having gained control of these he launched and carried the idea of consolidating them into one company, known as the Goldfield Consolidated Mines Co., with a capital stock of $50,000,000, of which approximately $35,000,000 in stock was issued to absorb the subsidiary companies. By the end of 1914 the company produced $44,000,000, made a net recovery of $29,000,000 and paid a total of $27,398,215 in dividends or $7.70 per share. As far as known this is a record.

Nixon and Wingfield extended their investments to banking, live stock, real estate and other business pursuits and acquired the Nixon National Bank of Reno and the First National Bank of Winnemucca. In 1909 they decided upon a friendly dissolution of the partnership. The banks—with the exception of that of John S. Cook & Co. at Goldfield—the real estate and other property went to Senator Nixon, while the mining and other interests passed to Mr. Wingfield.

In 1912 Senator Nixon died and Governor Oddie appointed Mr. Wingfield as United States Senator from Nevada. But Mr. Wingfield declined to accept as he wished to devote all his time to his business and the upbuilding of the State.

Shortly thereafter the Nixon heirs requested Mr. Wingfield to act as president of the Senator's banking institutions in Nevada. Later the interest of the Nixon estate in these banks was sold to Mr. Wingfield and he is now president and controlling factor in the Nixon National Bank of Reno, First National Bank of Winnemucca, Bank of Nevada Savings & Trust Co. of Reno, Carson Valley Bank of Carson and John S. Cook & Co., Bankers, of Goldfield. In addition he is president of the Goldfield Consolidated Mines Co., and of numerous other mining corporations, and has extensive ranch and live stock interests.

Mr. Wingfield believes in spending his money where he made it. He has done many things for Nevada, simply because he thought it would help make it grow and prosper—where the profit to himself was very little or nothing.

HYRUM SMITH WOOLLEY

EVERYTHING that Hyrum Smith Woolley has undertaken in the way of business has been on an unusually large scale. When he was ranching in Idaho he had a place of 15,000 acres; when, later on, he furnished the timber for the construction of the Oregon Short Line, he furnished all the timber; today he is back of a big mining development project in which 40,000 acres of rich alumina nitrate bearing lands are involved.

Mr. Woolley is a native of Salt Lake City, Utah. He was born July 16, 1852, the son of Edwin D. Woolley, merchant and farmer, and of Mary Ellen (Wilding) Woolley. Between the ages of seven and sixteen Mr. Woolley attended school in the winter and worked during the summer months. Circumstances made it necessary that he begin earning a livelihood, and the remainder of his education he has gained in the great school of business.

Upon striking out for himself, Mr. Woolley determined to learn the blacksmithing trade. He secured a position as apprentice, and so rapidly did he advance himself that six months later he was doing a journeyman's work, and in two years had become a full-fledged journeyman. He broke all records and took the State prize by completing the building of a wagon within a year after he entered the business.

For four years Mr. Woolley carried on his trade. Then, seized with the wanderlust, he went to the Sandwich Islands. He became proficient in speaking the Hawaiian language and for four years was in charge of a sugar factory on the plantation of Laiea, Island of Oahu. Returning to the continent in 1877, he took over a 15,000-acre ranch in Bannock County, Idaho, and began operating it. At the same time he started a general merchandise store at Paris, Bear Lake County, Idaho.

When the construction of the Oregon Short Line began in 1882, from McCammon, Idaho, to Ham's Fork, Wyoming, Mr. Woolley secured the contract to furnish all the necessary timber for ties and bridges. The right to cut timber from along the 180-mile right-of-way was vested in him by the Government. Mr. Woolley delivered every stick of the wood by wagon. He had as high as 150 teams of horses going at once on hauls ranging from 10 to 150 miles, and had seven portable sawmills in full operation. He did not complete his work until 1883.

In 1885 Mr. Woolley's store was burned down and thereafter for ten years he confined himself to ranching. He handled from 5,000 to 10,000 head of cattle each year, and when Colonel W. F. Cody ("Buffalo Bill") opened his Wild West show at the Chicago World's Fair, Mr. Woolley furnished him his initial 150 head of horses.

Leaving Idaho in 1895, Mr. Woolley went to New York City and engaged in mining and land promotion. In 1900, the year of the big gold rush to Nome, he organized, with Jacob Furst of Seattle, the Pacific Abstract Title & Trust Company, with headquarters at Nome. He had charge of this business until 1901, when illness compelled him to give it up and return to New York.

In 1901 Mr. Woolley invented the Woolley Smokeless Furnace, which is still the best smokeless furnace in the world which acts by natural draft. Between 800 and 1,000 of the furnaces are in use in Pittsburgh alone today. Mr. Woolley disposed of his patent, however, some years ago.

Mr. Woolley returned west to Nevada in 1907, and was interested in mining there until 1910, when he went to Portland and from there came to California, settling near Crescent City, where he has remained most of the time since and where he at present has a large land project.

It was while investigating a placer mining property in Harney County, Oregon, that Mr. Woolley discovered a vast deposit of 40,000 acres of alumina nitrate. Under his direction the land has been located for development. From present indications this is the largest and highest grade deposit of its kind ever found in the United States, and the discovery is considered of particular importance because it is believed it will make the United States Government entirely independent of Chile and the German Empire for its supply of nitrates and related products, so necessary in the manufacture of explosives. Chemical analysis of the Harney County ore has shown a content of 20 per cent potassium nitrate and 23 per cent alumina, and even the residue, red oxide of iron, is of commercial value. Mr. Woolley's time is at present devoted to the development of this project.

In 1873 Mr. Woolley was married in Salt Lake City to Minerva Rich. He is the father of nine children, eight of whom are still living.

CHARLES E. PIPER

THE man who has a reputation for straight dealing among his fellows has something whose monetary value to him is exceeded only by its moral value. Such a reputation has Charles E. Piper, attorney at law, of San Francisco. No lawyer stands higher in this respect than he.

A judge on this Coast tells of a case tried a few years ago in Seattle in which the attorneys for the plaintiff, believing the case could not be won, abandoned it. The plaintiff had a just cause but the evidence available was overwhelmingly for the defendant. When the evidence was all in spectators and witnesses went home, taking for granted what the verdict would be. The defense attorney declined to argue the case, saying there could be but one verdict and that for his client. The trial judge communicated to Mr. Piper that it would be a waste of time to argue the matter to the jury. The clerk and bailiff volunteered to tell him that he was a fool for trying such a one-sided issue.

Mr. Piper made his argument, however, and the jury rendered a verdict in full for the plaintiff.

Mr Piper was born in Illinois in 1872. He completed the courses prescribed in the public schools, business college, classical college, divinity school, college of law and schools of oratory. He attended Yale University in 1898-1899. He received the collegiate degree of A. B. in 1898 and the law degree of LL. B. in 1903. He does a general practice and from the beginning has had unusual success.

Mr. Piper is a member of the Greek letter fraternity A. T. O., a Knight Templar, member of the 32nd degree Scottish Rite and of the Mystic Shrine.

J. A. ELSTON

J. A. Elston, United States Congressman-elect from the Sixth District of California, owes his being sent to Washington as a representative of the people to the fact that he has constantly applied himself to his work.

Congressman Elston was born at Woodland, California, February 10, 1875. The basis of his education he received in Hesperian College of Woodland, of which his father, A. M. Elston, for a quarter of a century was president. Following his graduation in 1892, Mr. Elston entered the University of California, which he left in 1897 with the degree of Ph. B. One year he was president of the Associated Student Body, another editor of the University of California Magazine, played baseball and belonged to the Delta Upsilon fraternity and the Phi Beta Kappa honor fraternity. For two years, 1911-13, he was president of the University Alumni Association.

For a year following his graduation Mr. Elston was principal of the public schools of Watsonville. Then for a year and a half he was principal of the Intermediate High School of Berkeley and a member of the Alameda County Board of Education. In the fall of 1899 he was admitted to the bar, beginning his practice in San Francisco.

His first public office was his appointment as executive secretary to Governor Pardee. He held the position for a little more than three years when he became private secretary, vice A. B. Nye, who became State Comptroller. For two years Mr. Elston was attorney for the State Board of Health, resigning to engage in private law practice, with offices in Berkeley and Oakland. In 1911 he was appointed by Governor Johnson to the board of trustees of the State Institution for the Deaf and Blind, resigning in 1914 upon his election to Congress by a plurality of nearly 6,000 votes.

Congressman Elston was married in May, 1911, to Miss Tallulah Le Conte, granddaughter of Professor John Le Conte, first president of the University of California. They have one child, a daughter, two years old.

STUART CHISHOLM

HOW inconsistent it is, says Stuart Chisholm, for one who erects a magnificent house costing fifteen or twenty thousand dollars to neglect to beautify the surrounding landscape, the home's setting. For the outdoors, particularly in California, is as much our real home as the house itself.

Stuart Chisholm, landscape architect, went to Europe and for three years he delved into this and into general principles of art and composition, visiting dozens of famous gardens in France, Germany, Italy, England and Scotland. In 1914 he again spent six months abroad, in England, in an intensive study of formal gardening.

Since 1910 Mr. Chisholm has been practicing landscaping in California. The first two years were marked by his connection with the planting of the 800-acre estate of F. W. Sharon at Menlo Park. Subsequently he landscaped the estates of William Cranston and E. J. Thomas at Los Altos, that of Gale Carter in Marin County and that of Mortimer Fleishhacker at Woodside. He also laid out the grounds for the Illinois State Building at the Panama-Pacific Exposition.

Perhaps Mr. Chisholm's most distinctive work thus far has been on the beautiful Alexander Russell home bordering the sea along the Great Highway. Reclaimed from the wind-blown sand dunes, the garden has upset horticultural rules right and left.

Several months of the present year Mr. Chisholm spent in the East where he planned a number of landscaped estates, including those of G. Brinton Roberts and Dr. Alfred Stengel of Philadelphia; E. Nelson Fell, "Creedmoor," Warrenton, Va.; Lucien Keith, Colonel Dorst, and Fairfax Harrison, all of Warrenton, Va.; John S. Barbour of Washington, D. C., and the 800 acres of G. Temple Gwathmey at Fauquier Springs, Va., along the Rappahannock River.

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